

# Business and Property Committee

<b>Report title:</b>	<b>Economic Development contribution to the Norfolk &amp; Suffolk Economic Strategy</b>
<b>Date of meeting:</b>	<b>15 January 2019</b>
<b>Responsible Chief Officer:</b>	<b>Tom McCabe – Executive Director, Community and Environmental Services</b>
<b>Strategic impact</b> Economic Development team contributes directly to the delivery of the Norfolk and Suffolk Economic Strategy, as well as the County Council's Vision and objectives. Although not a statutory service, Economic Development plays a key role in local economic growth.	

## Executive summary

This is a significant report showing how we are making a substantive and broad-based contribution to the Norfolk & Suffolk Economic Strategy (NSES), which was adopted in October 2017. We aim to stimulate the creation of new jobs, in a flourishing economy, with the removal of barriers to inclusive economic growth through:

- Interventions to support inward investment and grow key sectors, such as Energy, the Digital Economy and the Rural Economy
- The securing and management of external funding to deliver growth and the skills needed to support it.
- Projects and programmes to build Norfolk's skilled workforce, such as an Apprenticeship Training Agency, Integrated Health & Employment Service, skills plan for key sectors and work to support the Energy supply chain

These interventions are feeding into a three-year delivery plan for the NSES, overseen by a steering group, on which the County Council is represented

### Recommendations:

Members are requested to:

1. **Agree the Council's contribution to the delivery of the Norfolk & Suffolk Economic Strategy, and**
2. **Identify any areas for further consideration.**

## 1. Summary

- 1.1 The County Council formally endorsed the Norfolk & Suffolk Economic Strategy (NSES) in 2017 and our contribution to its delivery is grouped under three broad headings in this report:

### **Strategic Sites Development, Inward Investment, Sector Support and Funding for Growth**

Covering these NSES Ambitions:

- A place with a clear, ambitious offer to the world
- The place where high growth businesses with aspirations choose to be

- A high performing, productive economy
- An international-facing economy with high value exports
- A centre for the UK's clean energy sector

### **Employment & Skills**

Covering the NSES Ambition:

- An inclusive economy, with a highly skilled workforce

### **Infrastructure**

Covering the NSES Ambition:

- A well-connected place

## **2. Overview of the Strategy's Ambitions, Themes and Targets**

2.1. A table showing the key Ambitions, Themes, Priority Places and Targets in the Strategy is shown in Appendix A. As targets run to 2036, shorter term delivery plans are being developed

### **2.2. NSES Delivery Board**

The development of a short-term (three-year) delivery plan for the Strategy is being overseen by a small Delivery Board, led by New Anglia Local Enterprise Partnership ('the LEP'). The Council Council's representative on the Board is the Interim Head of Economic Development, Vince Muspratt, who sits with Debbie Lorimer from South Norfolk Council, Anna Graves from Breckland Council and Sheila Oxtoby from Great Yarmouth Borough Council. The group is baselining current activity across the two counties, with a view to commissioning new activity, and developing of a Local Industrial Strategy.

## **3. Norfolk's contribution to delivering the Strategy**

### **Strategic Sites Development, Inward Investment, Sector Support and Funding for Growth**

#### **3.1 Strategic Sites Development**

3.1.1 Central to delivering the above Ambitions and Priority Places, in April 2018, Norfolk Leaders agreed a list of 24 key development locations that were priorities for Norfolk. The Economic Development Team (ED) was asked to look at a method to prioritise these locations, in order to target resources to deliver the best outcomes. The team looked at several different methods, including:

- The Department for International Trade (DIT) investment process - felt to be too complex at this stage.
- The LEP approach to prioritisation - felt to be most appropriate, and was also simpler to implement. This focusses on strategic fit, deliverability, additionality, return on investment and outputs, an assessment of the project's current status, as well as next steps, likely costs and likely source(s) of funding.

3.1.2 In order to collect this information, meetings were held with the County Council's Infrastructure Development team and individual district economic development officers.

The sites were attributed a status score which reflects the stage at which their development is currently at: 1) concept, 2) master plan and (3) ready to proceed.

Districts were also asked to assign scores for their sites in terms of strategic fit, deliverability, additionality, return and outputs – 1) low, 2) medium, 3) high.

ED moderated these two sets of scores to arrive at a delivery plan, in agreement with district officers.

During the discussions with districts, it was decided to split one or two of the larger sites, as it was clear they would not proceed as one single entity, e.g. Broadland Growth Triangle.

3.1.3 It should be stressed that priorities and status will change over time. For example:

- If a major business announces a closure, creating a redevelopment opportunity, as happened with Britvic and Unilever.
- A site could change ownership, with new aspirations, additional funding or a new approach
- A major new investment lands, that opens up a site
- A foreclosure occurs on a stalled site, forcing a change in ownership and approach
- New infrastructure investment is announced that unlocks a site

We will therefore continue to monitor the situation.

3.1.4 The conclusion of the exercise with districts was to focus on sites classified as **2) master/development plan ready**, as they are likely to be the subject of funding bids, and therefore represent the sites where real, tangible progress will be made with intervention – ideally elevating them to a **3) Ready to Proceed** status.

3.1.5 In some cases, further work will follow, but in others the outcome should lead to the site moving to a 3). The highest-ranking sites in this category were:

- Anglia Square, Norwich
- Britvic/Unilever/Deal Ground
- Rackheath employment land
- Thetford Enterprise Park, which could be elevated to a 3) once the roundabout on the A1066 is complete
- The Beacon Park Extension (housing and employment); North Quay, Great Yarmouth and Great Yarmouth Port (collectively also contributing to the NSES 'centre for the UK's clean energy sector' Ambition)
- Kings Lynn Riverfront
- Norwich Research Park
- Scottow Enterprise Park
- Wymondham, Browick Road
- Long Stratton Bypass
- Cringleford
- West Winch

3.1.6 Norfolk Leaders agreed that these sites should be considered the priority locations for funding, to progress their development to a point where they are ready to proceed or accommodate direct development.

We will use the matrix to inform and prioritise bids to the various funding streams that we manage or influence, such as the Business Rates Pool, Growth Deal or

NIF, as well as informing the Norfolk Infrastructure Plan,

We will also maintain a dialogue with districts to ensure the matrix is up to date, agree next steps and respond to changing circumstances and interventions.

3.1.7 Sites that were **1) conceptual** were noted for future development/assistance. A relatively small number of sites were classed as **3) ready to proceed**, i.e. likely to be able to accommodate construction in 2018/19, or at least to be able to entertain an active dialogue with an end-user right now, whilst committed works are delivered concurrently. Of the original 24 locations the following were given this status:

- Broadland Gate
- Snetterton employment area
- Nar Ouse
- Food Enterprise Park (subject to a deal on the Park progressing)
- Attleborough

The work within this agreed framework will carry forward into 2019/20, as sites develop.

## 3.2 **Inward Investment**

Inward investment is a key activity for the team. Highlights of the team's performance and activities undertaken to date are provided in a separate report to this committee.

## 3.3 **Sector Support**

### 3.3.1 **A centre for the UK's clean energy sector**

With £39bn of capital investment in Energy for the East set to take place by 2030, and Great Yarmouth's status as one of a small number of ports that are capable of accommodating the expanding and complex needs of the offshore renewables industry for assembly, manufacturing and operations maintenance, we are exploring how we can capitalise on this opportunity to capture investment. We are building business cases, in partnership with Peel Ports, the Borough Council and the LEP to expand port capacity to attract

- more construction and assembly business
- manufacturing activity
- more operations and maintenance facilities
- and significantly enhanced supply chain growth in relation to all of the above

3.3.2 There has already been considerable innovation in the energy sector supply chain, which has seen subsidies fall from £160 to under £60 per Megawatt hour. This has been partly achieved through ever larger turbines but also innovation in assembly, as well as operations and maintenance. Businesses in and around Great Yarmouth have contributed already and many form parts of the supply chains for the various developers. They are winning export business as well as a result and our aim is to encourage many more to get involved. We will work with partners, including Government, to develop this offer.

3.3.3 Government has already shown its confidence in this area in the shape of the £98m commitment in last year's Autumn Statement to the Great Yarmouth Third River Crossing. Projects we are looking to develop include:

- Expanding the space within the port estate to offer more sites with deep

water access

- Developing a multi-user operations and maintenance facility, and potentially a co-located Energy Innovation Centre
- Attracting manufacturing investment
- Continuing work on the Gt Yarmouth Energy Park
- Lobbying Government to ensure 50% UK sourced supply chain commitments are adhered to
- A concerted promotional and PR campaign with a focus on profile raising within the specialist trade media
- Event attendance (UK, Germany and Spain, etc)
- Supply chain development, to encourage greater use of local businesses and enhancing their capacity/ability to bid for and win contracts
- Key account management and targeted relationship management with investment targets:
- Sector research to enhance our knowledge of the local supply chain and to identify gaps which present investment opportunities.

### 3.3.4 **France (Channel) England targeted Energy Projects**

The INTERREG programme, hosted and managed by the County Council is currently working on targeted projects relating to harnessing two forms of energy:

- Hydrogen – Harnessing the expertise in the renewable energy sector that we have in the area to look at ways to store renewable energy as hydrogen.
- Tidal – Supporting further technological developments in the industry that will enable it to drive down the costs of tidal energy so that it can become a major part of the UK's renewable energy mix.

### 3.3.5 The **digital economy** is one of three sectors, along with Energy and Agri-Food, identified for promotion and development in the emerging Local Industrial Strategy for Norfolk and Suffolk. Norwich has been recognised as a key digital cluster in the past four years' Tech Nation reports, including the most recent 2018 publication. Our key assets to attract new investment are:

- Our talent pool, produced by our two excellent universities UEA and NUA
- The city's diverse and growing ICT cluster, with high business growth optimism, and strong founder 'giving back' culture in support of new start ups
- An attractive environment with comparatively low business and housing costs compared to Cambridge, for example

A critical issue, however is to ensure adequate provision of start-up and grow-on accommodation. There are signs the market is starting to become alert to this opportunity but the City and County Councils and NALEP are looking at what gaps exist in terms of property requirements, as well as the support networks needed in order to nurture and support high growth start-ups.

Our support for the tech community is also provided via events such as Sync the City and NorDevCon, as well as through strategic support for the establishment and operation of TechEast, a major initiative to bring together and promote the tech communities across Norfolk and Suffolk. This delivers a number of outcomes

- Increased profile of the 2 counties, in (for example) key publications such as Tech Nation.

- Bringing our tech community into closer contact with other sectors such as energy, manufacturing, tourism who can be encouraged to explore the opportunities presented by tech-based innovation which can lead to productivity gains
- Attracting and retaining staff and graduates with the necessary tech skills

We are also establishing a new film-friendly partnership with Creative England, promoted through familiarisation visits etc.

### 3.3.6 **Aviation and Aerospace**

The Council has already made a major contribution to encourage this sector through its support for the Aviation Academy.

Offering excellent degree level training on a live 737-400 aircraft, the centre is now attracting a great deal of interest from other businesses in this sector. Some will take space in the Academy, but we are exploring the potential to attract investment onto the Airport Industrial Estate and the nearby development land to the north of the airport which is being opened by the completion of the Broadland Northway.

John Thompson, Head of Aerospace and Aviation at DIT recently visited the Academy as part of an ongoing campaign to promote the sector on an international basis with the Aviation Academy at its heart.

### 3.3.7 **The Norwich Research Park (NRP)**

Widely celebrated as one Europe's largest and most diverse centres of excellence in food, plant, health, environmental, genomic and microbial science, the NRP has taken several steps forward in the past couple of years, with the opening of Centrum, the substantial growth of the Earlham Institute, the new £80m Quadram Centre and the award of Enterprise Zone (EZ) status.

We are working with all of the NRP partners to explore how we can use EZ status to invest in the necessary infrastructure that is vital to be able to accommodate new development. We have also engaged an agency to lead on site promotion and property enquiry handling, they will also add value to our lead generation work working with DIT's Life Science leads at a national level. It is vital that we use this momentum to deliver our long-established ambition to significantly expand the Park.

### 3.3.8 **The Cambridge Norwich Tech Corridor** seeks to exploit our proximity to, and synergies with Cambridge – which lies at the heart of a series of high tech growth corridors to the South (M11), north (to Peterborough) and West (to Oxford). We have supported a series of studies to examine the growth opportunities and what is needed to exploit them. Key interventions we are leading on:

- Demand & need study to create the Hethel Technology Park which shows a considerable amount of potential demand and this has been followed by a master planning exercise which is being carried out in collaboration with Lotus and their owners, Geely.
- Working with Breckland Council, Motorsport Vision, other landowners and NALEP to enable development at Snetterton and especially businesses attracted to direct access to a racing circuit. A number of leads are being examined.

## 3.4 **Funding for Growth**

### 3.4.1 **Use of Enterprise Zone business rates to fund infrastructure**

- This is a major area of work for the team. The fundamental attribute of Enterprise Zones (EZ) is the ability for the local partnership to retain 100% of the business rates collected or payable in relation to development undertaken on the site for a period of 25 years.
- There are six sites in Norfolk, two in Gt Yarmouth (comprising part of the Space to Grow EZ) and four elsewhere in Norfolk (comprising part of the Space to Innovate EZ). The four Space to Innovate sites are the Norwich Research Park, the Nar Ouse site in King's Lynn, Egmere and Scottow.
- Part of the rates income (the proportion varies for each site) is allocated to unlock the site, or to enhance or accelerate development. As this investment is required prior to development taking place, it is necessary to borrow against future income. The County Council has already undertaken some investment in Great Yarmouth, with more planned there. Investment is also underway at Scottow and plans are under discussion at the NRP.
- Careful analysis of current and future rates income is undertaken in order to ensure any investment will be repaid. Investments are made in stages, built up as development occurs and income grows.
- All investments are undertaken in accordance with the approved Development Plan for each site, of which we are signatories. Expenditure, and repayment plans are subject to Memorandum of Understanding between the LEP, the relevant district and the County Council.

### 3.4.2 **National funds for infrastructure**

The County Council's infrastructure development activity is focussed on identifying the larger and more strategic interventions needed to bring forward growth and working with others to take these forward to a point where they can be delivered. This includes agreeing and securing funding packages.

- The County Council has secured over £64m Growth Deal since 2015, funding projects such as the Aviation Academy, Better Broadband for Norfolk and transport measures in the urban centres including contributions towards Broadland Northway and the Great Yarmouth Third River Crossing.
- The County Council, in conjunction with Broadland District Council, has also been shortlisted for £70m 'Forward Funding' from the Housing Infrastructure Fund towards the Norwich East Growth Triangle. District councils were successful in securing funding for: Kingsfleet Urban Extension, Thetford; Anglia Square, Norwich; and Cringleford, South Norfolk.
- The County Council has been successfully shortlisted for a share of the Transforming Cities (transport) fund in Norwich; is awaiting the outcome of a bid for funding towards Long Stratton Bypass; and has secured £98m towards the Third River Crossing in Great Yarmouth.
- We continue to work on developing the Norwich Western Link and campaigning for investment in strategic road and rail projects including the A47 and Norwich in 90.

### 3.4.3 **Innovative Growth Fund**

The LEP recently announced a new revenue fund of £0.5m (initially a one off, but likely to be an annual allocation). Proposals are being worked up for a project on building the skills capacity of the supply chain and a paper will be taken to Norfolk Leaders in the spring, making the case for the Fund to be matched by Norfolk and Suffolk's pooled business rates, to enable it to have greater impact on delivery of the NSES.

#### 3.4.4 Pooled Business Rates

- In addition to working with the Infrastructure Development Team to make the economic case for infrastructure improvements, a key contribution of the ED team is to manage the process for allocating funds from the **annual allocation of pooled business rates**.
- The aims of Norfolk Leaders' pool agreement are to contribute to the delivery of the Norfolk and Suffolk Economic Strategy, unlocking barriers to jobs, housing and skills growth. ED, on their behalf, manages the process for bringing forward proposals for them to agree, and monitors the resulting delivery programme.
- Funds have just been allocated for the period November 2018-November 2019, for early stage development work, detailed technical work and strategic/capital schemes. Norfolk Leaders committed **£3.79m** of funds (50% matched by the projects themselves) to support a range of projects across the county, including:
  - a contribution to the Integrate Health & Employment Service
  - East Norwich Regeneration development work
  - Norwich Western Link – preliminary design and business case
  - Long Stratton Bypass accelerated delivery

A table showing the approved projects for this round can be found at Appendix 2

#### 3.4.5 Other programmes managed by the County Council

The County Council manages a number of programmes that target business growth, making a significant contribution to a range of NSES priorities, including the creation of new jobs, more productive companies and a highly skilled workforce:

##### 3.4.6 i. European Regional Development Fund (ERDF)

- The County Council runs a small project which encourages and supports applications to the European Regional Development Fund (ERDF). ERDF funds wider business support initiatives, such as the Growth Hub support and grants programme, and the work Hethel Innovation do to support innovative tech businesses to start up and grow.
- The County Council is also a partner in a number of ERDF-funded projects, which are projected to support around 2,500 SMEs with advice and/or grants before the programme ends.
- We work in collaboration with NALEP and Suffolk County to spend the **£38m** available

##### 3.4.7 ii. European Social Fund (ESF)

- ESF is the skills and employment arm of the European Structural and Investment Funds available for 2014-2020.
- The allocation of ESF funds for New Anglia over the 2014-2020 funding period is **£35.7m**.
- This funding is managed locally by the County Council, in partnership with NALEP and Suffolk County Council.

##### 3.4.8 iii. LEADER

The **£9m** LEADER programme contributes to improving the environment, quality of life and economy in rural areas. The five Local Action Groups have to date committed £5.6m to 124 projects with all the remaining funding anticipated to be committed by March 2019 following the recent final bidding



round of the current programme. Members of the Business & Property Committee received a comprehensive update on this fund at their November 2018 meeting.

3.4.9 **iv. LIFT (Local Investment in Future Talent),**

LIFT is a unique **£1.1m** grant scheme supporting small-scale employability and skills projects in rural Norfolk and north Suffolk. Projects include assistance with job skills for people with disabilities, supported workplace trials for young people from disadvantaged backgrounds and a training initiative designed to widen access to management skills within a key sector of the local economy. £680,395 has been committed to 23 successful projects to date. This funding programme was also covered in the November 2018 report to Business & Property Committee.

3.4.10 **v. Rural Growth Programme**

NCC also works with DEFRA, NALEP and Suffolk County Council to ensure effective delivery of the Rural Growth Programme, with **£13m** available for rural businesses in Norfolk and North Suffolk. Contracted projects include a new packaging store for Anglia Free Range Eggs in Norfolk, and a production project for Yare Valley Oils. Other food processing, business development and tourism projects are in the pipeline.

3.4.11 **vi. Norfolk Rural Strategy Steering Group**

Economic Development also supports the Norfolk Rural Strategy Steering Group, a private-sector led group which works in partnership to develop and support initiatives which enable rural Norfolk to thrive. The Group was behind the £9m LEADER investment in Norfolk and the Digital Divide lobbying group. The Group has recently refreshed its strategy: '[Strong Roots: New Growth, a Norfolk Rural Strategy for 2017-2020](#)'. Linked to both the NSES and the Rural Strategy, there are also plans to produce an Environment Strategy for the county, to ensure that precious natural resources are maximised and safeguarded.

3.4.12 **vii. INTERREG France (Channel) England Programme (FCE)**

- The FCE programme has so far invested more than **€16.2m** on projects involving Norfolk-based partners that align with NCC's Vision and objectives. These include:
- **Project Go Trade**, which is helping to stop the decline of market towns by creating a unique brand of markets that will attract new visitors to the region, while supporting existing and new market traders to build sustainable businesses. Great Yarmouth will trial the new brand of markets, which will offer a diverse range of good quality products. Local traders will also be supported by introducing digital marketing techniques such as 'click and collect'. The project is expected to attract 32,000 new visitors to Great Yarmouth over 3 years.
- **Project Increase**. Involving Norwich-based housing association, Clarion Housing, Project Increase will develop a new training programme to help social housing residents across the South and East of England to set up their own micro-businesses or achieve other forms of employment. The project will help train 6,000 participants, creating up to 1,100 new businesses and helping a further 2,000 people into employment.
- **The Intelligent Community Energy project (ICE)**, which is focussed on designing and implementing smart solutions for energy production, storage and consumption for remote communities. These communities often depend on external and fossil fuel energy supply, low electricity grid capacity and limited or no connection to wider grids. The new systems

will be tested on two pilot sites, Ushant Island in France and the University of East Anglia's campus. It is hoped that the system will help reduce greenhouse gas emissions of the communities involved in the project by over 50%.

The FCE programme still has over **€135m** available for new project development that could significantly support delivery of the NSES, including stimulating growth through innovation and supporting people into employment through social innovation projects.

### 3.5 **Other funds Economic Development helps to draw down**

3.5.1 i. The **Eastern Agri-tech Growth Initiative** provides grants between £10,000 and £150,000 in two forms: growth grants to support product development and improve productivity and business growth; and an R&D or prototyping fund to support development of new and novel technologies. Norfolk County Council promote the scheme, undertake project appraisals across Norfolk and Suffolk (for which we earn income), and carry out monitoring. In 2017/18 we supported 5 projects, 4 R&D requiring no jobs and one growth bid. To date the growth project has created 12 jobs and aim for another 10 to 12, they are actively recruiting, and one R&D project has delivered two high level lab technician and researcher roles. In 2018, up until the end of November 2018 4 companies have benefitted from the scheme, obtaining R&D grants totalling £64,418, and growth grants equating to: £113,732. The 1 one growth applicant anticipated creating 4 fte graduate roles and protect two further fte jobs.

3.5.2 ii. ED plays a key role in the delivery of the LEP's business support programme, including the grant programmes. We undertake promotion, advocating proposals and assessment of applications. So far this year we have supported 58 projects with a grant value of £2,081,666 that will lead to the creation of 148.5 jobs.

### 3.5.3 **Post-Brexit funding (successor to EU funds)**

- It has been confirmed that the UK will continue its involvement with European Structural and Investment Funds (ESIF) until 2020.
- The UK **Shared Prosperity Fund** will replace the ESIF, and the Government's intention is for growth to be more inclusive and less South East-focussed.
- We want to ensure Norfolk continues to receive its fair share of economic growth funding, so the principles we would wish to see enshrined in successor funds were agreed with Economic Development Sub-Committee in January 2017.
- We have also fed these into the Local Government Association and a number of Government consultations on post-Brexit funding, the rural economy etc. We have strongly stressed the lead role that local authorities can play in post-Brexit funding, managing delegated funds targeted to local needs and achieve the Government's objective of inclusive growth.
- A consultation paper specifically on the SPF is expected before the end of 2018.

### 3.6 **Employment & Skills**

3.6.1 The activity in this section contributes to the NSES priority of:

- An inclusive economy, with a highly skilled workforce
- The place where high growth businesses with aspirations choose to be

- A high performing, productive economy

as businesses need access to a highly skilled workforce, in order to be productive and to choose Norfolk as their location.

3.6.2

The County Council's Employment & Skills Team is delivering a range of projects and programmes in 2018/19 contributing to these priorities. A skills update is on the agenda today and members regularly receive updates on apprenticeships. Additional information can be provided if required.

### 3.7 **NSES Ambition: A well-connected place (infrastructure priorities)**

3.7.1 ED works closely with the Infrastructure Development Team to make the case for competitive grant funds for economic growth, including New Anglia's Growth Deal allocation, bids to Housing Infrastructure Fund and proposals for use of the County's pooled business rates, covered above.

This is to ensure that the county's infrastructure requirements are developed hand in hand with economic growth plans, particularly those linked to strategic employment and housing sites.

EDT Committee endorsed the current version of the Norfolk Infrastructure Delivery Plan (NIDP) at their meeting in November 2018 (link provided in Section 6, Background).

3.7.2 The NIDP reflects our ambitious plans to overcome our infrastructure constraints. NCC has successfully worked with partners to develop a range of projects including (see also Section 3.2.4b):

- **Broadland Northway** was successfully completed in March 2018 and was funded by a combination of government grant and local contributions including from the LEP's growth deal and local authority funds. As well as supporting economic growth across the wider Norwich area, Broadland Northway more directly supports the delivery of the largest urban extension in the country with around 13,000 new homes in the Growth Triangle and up to 140ha of associated employment land. We are now taking forward feasibility work on the Norwich Western Link, which would connect the distributor road to the A47.
- **Great Yarmouth Third River Crossing.** The County Council invested over £1m of its own money on early stage design and development work and was successful in securing a contribution of up to £98m from government towards its delivery
- **Sustainable transport projects in our urban centres and market towns:** We are currently delivering around £15m of infrastructure improvements funded by Growth Deal, to bring forward housing and jobs growth in our urban areas and market towns. We are also rolling out Network Improvement Strategies across our market towns, and developing transport strategies in our urban areas, to identify the constraints and barriers to growth and what might be needed in the longer term to bring forward growth
- Securing a grant from government through the National Productivity Investment Fund for **Hempnall Crossroads on the A140**, which will help release 1,800 houses at Long Stratton. We are currently awaiting the outcome of a bid for government funding towards the Long Stratton bypass.

## 4. **Financial Implications and options**

4.1. For 2018/19, just under £0.175m is available for economic project activity, of which £75,000 is ring-fenced for the County Council contribution towards the

#### 4.2 New Anglia LEP.

This is supplemented by reserves of c.£116k per year (which are planned to be fully utilised by the end of 20/21) and enable ED to support inward investment, sector development activity and a small number of projects.

#### 4.3 While ED has little discretionary funding at its disposal to create impact, as highlighted above, the team explores all options to secure and manage external funding for sustainable economic growth.

### 5. Issues, risks and innovation

#### 5.1. In light of budget reductions, and to maximise opportunities, ED will continue to focus on innovative and creative ways to work with partners to secure external funding to ensure sustainable growth across the county.

### 6. Background

#### 6.1. [Norfolk & Suffolk Economic Strategy](#)

Economic Development Sub-Committee: Post-Brexit funding principles, 19/01/17

[Update to B&P Committee on Major Infrastructure Improvements, 8/9/17](#) (p31)

[Business & Property skills papers, 18/10/17](#): Apprenticeships Update (p24), Trial Apprenticeship Training Agency Project (p35), IHES (p39)

[Norfolk Infrastructure Delivery Plan 2018 refresh, EDT Committee, 9/11/18](#) (p19)

### Officer Contact

If you have any questions about matters contained in this paper or want to see copies of any assessments, e.g. equality impact assessment, please get in touch with:

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## The Norfolk and Suffolk Economic Strategy (NSES) Ambitions, Themes and Targets

The table below shows the key Ambitions, Themes, Priority Places and Targets in the Strategy. As targets run to 2036, shorter term delivery plans are being developed.

**Table 1: Priorities**

<b>Ambitions, with investment focussed on...</b>	<b>Major themes...</b>	<b>'Priority places'* (for Norfolk)...</b>
<ul style="list-style-type: none"> <li>• The place where high growth businesses with aspirations choose to be</li> <li>• An international-facing economy with high value exports</li> <li>• A high performing, productive economy</li> <li>• A well-connected place</li> <li>• An inclusive economy, with a highly skilled workforce</li> <li>• A centre for the UK's clean energy sector</li> <li>• A place with a clear, ambitious offer to the world</li> </ul>	<ul style="list-style-type: none"> <li>• Our offer to the world</li> <li>• Driving business growth and productivity</li> <li>• Driving inclusion and skills</li> <li>• Collaborating to grow</li> <li>• Competitive clusters, close to global centres</li> </ul>	<ul style="list-style-type: none"> <li>• Norwich and the Greater Norwich area</li> <li>• The Norfolk and Suffolk Energy Coast (including Bacton and Gt Yarmouth)</li> <li>• The Norwich – Cambridge Corridor, connecting two global centres of research</li> <li>• The A47 Corridor, from Great Yarmouth to King's Lynn</li> <li>• King's Lynn and the A10 and rail corridor to Cambridge</li> </ul>

\* places where the evidence shows there are the greatest opportunities and commitment for continued growth.

**Table 2: NSES Targets**

<b>Indicator</b>	<b>Target growth rate</b>	<b>Result (all by 2036)</b>
GVA	2% annual growth	Grow our economy by £17.5bn in real terms
Productivity	1% annual growth	GVA per hour of £39
Jobs	0.5% annual growth	88,000 net new jobs
Businesses	2% annual growth	30,000 new successful businesses
Housing	Meet the objectively assessed need	140,000 new homes
Inclusive Growth: Median Wages	1.7% annual growth	£200 more per week
Inclusive Growth: Employment rate	Consistently higher than national average	A higher proportion of people engaged in the labour market than across the UK
Inclusive Growth: Skills	Increase NVQ3+ qualifications by 1.4% average (over each 5-year period)	66% of the population with NVQ3+

## Approved Business Rates Pool Projects 2017-18 Round

## Funding pre-committed for year 2017-18

Authority	Project	Project cost £	BRP Funding £
NCC	Integrated Health and Employment Service	£700,000.00	£350,000.00
SNDC	Cringleford Site Access (Second stage)	£10,750,000.00	£210,000.00

## 2017-18 Projects

Authority	Project	Project cost £	BRP Funding £
NWHCC	East Norwich Regeneration - Pre-Development Project	£400,000.00	£200,000.00
NCC	Long Stratton Bypass Scheme	£575,000.00	£250,000.00
NCC	Norwich Western Link	£1,948,003.00	£974,001.50
NCC	Southgate Roundabout and London Road	£100,000.00	£50,000.00
KLBC	Unlocking King's Lynn Brownfield Sites - Southgate Regeneration Area	£450,000.00	£225,000.00
KLBC	Unlocking King's Lynn Brownfield Sites – South Quay	£700,000.00	£350,000.00
KLBC	West Winch Growth Area – Planning application and enabling work	£1,000,000.00	£500,000.00
BCKLDC	Thetford Enterprise Park (TEP)	£150,000.00	£75,000.00
BRDLDC	Rackheath Employment Area	£360,000.00	£180,000.00
BRDLDC	South of Salhouse Road Development	£230,000.00	£115,000.00
KLBC	Unlocking King's Lynn Brownfield Sites - Chapel Street	£400,000.00	£175,000.00
NCC	Hoveton and Wroxham Transport Network Improvement Strategy	£50,000.00	£25,000.00
NCC	Wymondham Network Improvement Strategy	£50,000.00	£25,000.00
NCC	Downham Market Network Improvement Strategy	£50,000.00	£25,000.00
NCC	Employer Engagement – ICT Digital Sector	£100,000.00	£50,000.00
NCC	Fakenham Transport Network Improvement Strategy	£50,000.00	£25,000.55
NNDC & All NLAs	Water Resource Management Plan for Norfolk	£80,000.00	£40,000.00
SNDC	Norwich Research Park Transport Strategy and phasing plan	£50,000.00	£25,000.00
GYBC	Great Yarmouth Urban Area Strategic Sites	£395,000.00	£197,500.00
NNDC	NN Growth Sites Delivery Strategy	£90,000.00	£45,000.00
GYBC	Great Yarmouth - Winter Gardens	£50,000.00	£25,000.00
BRDLDC & SNDC	South Norfolk/Broadland Growth Delivery and Projects Team	£300,000.00	£150,000.00
BCKLDC	Support for Innovation in Breckland	£70,000.00	£35,000.00
GYBC	Redevelopment of Great Yarmouth Marketplace	£2,305,000.00	£70,000.00