

## Greater Norwich Economic Strategy 2009-14

### Our 10 key actions

The actions listed here are not ranked in priority order, but together will help move Norwich's economy from recession to recovery. They are a sample of a full action plan which will be published on the GNDP website in October 2009. The actions include activity by a wide range of public, private, voluntary and community sector partners in Greater Norwich. The actions support the economic strategy's four overarching objectives; **enterprise, people and skills, infrastructure for business and profile and investment.**

#### ■ Developing Norwich Research Park

We will develop **Norwich Research Park** as a dynamic driver of economic growth, creating at least 1,300 new jobs by 2014. It will become an innovation powerhouse and a thriving research community, working closely with businesses to provide ground breaking solutions to the global challenges of food security, low carbon innovation, (bio)energy, healthy ageing and living with environmental change.

We will help the new **Genome Analysis Centre (TGAC)** become a world-class centre for research. We will exploit opportunities for collaborative working to commercialise knowledge, and we will support the expansion of the successful Bioincubator project to provide additional premises for new businesses.

#### ■ Supporting Enterprise Hubs

We will expand **Hethel Engineering Centre** to increase its capacity to create and accommodate more new businesses as part of a programme of actions to support innovation and expand engineering and technology companies. There will be a particular focus on low carbon vehicle technology.

The East of England Production centre, **EPIC**, will play a key role in supporting the creative industries, particularly through the provision of excellent High Definition facilities as well as through the provision of information to help businesses understand the constantly changing ICT and digital media landscape.

Jobs, homes, prosperity for local people

## ■ Transport improvements

In Greater Norwich we will ensure the transport system facilitates and meets the needs of economic growth by implementing the **Norwich Area Transportation Strategy (NATS)**, including the **Northern Distributor Road (NDR)**. NATS proposes significant enhancement of the public transport system and the NDR is essential to provide the capacity for this.

The NDR is also critical for providing access to strategic employment sites at Broadland Business Park and Norwich International Airport, and for improving access to the strategic road network for large areas of north and north east Norfolk.

In rural areas we will improve accessibility to key services and employment opportunities.

A **fast and reliable rail service** is critically important to improving the competitive position of the Greater Norwich economy. We will develop a campaign to lobby for improvements to rail services from Norwich. This will include:

- working with rail operators in the short-term to improve service and rail infrastructure;
- launching a campaign to reduce the journey time from Norwich to London to one and a half hours.

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## ■ Improving Broadband Capacity

The provision of high-speed broadband is an increasingly important issue for businesses in Greater Norwich. We will develop a **broadband strategy** for Norfolk, which will have a particular

focus on Greater Norwich. We will develop a series of interventions to improve broadband provision and ensure the competitiveness of the Greater Norwich economy.

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## ■ Tackling unemployment and raising skills

We will respond to the impact of the recession on local people by working to promote and deliver skills training, particularly supporting unemployed people and tackling worklessness, by:

- using government funding to initiate new jobs;

- setting up a **Norfolk Employment and Skills Board**, to ensure sufficient funding is directed to meet the needs of businesses and local people;
- supporting the development of vocational skills centres in schools to provide training for all ages from 14 upwards in disciplines such as engineering, tourism and construction.

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## ■ Building a Low Carbon economy

We will develop measures to help grow new businesses and support existing businesses in their efforts to become more sustainable. These will include:

- a **Low Carbon Innovation Centre** to develop new market opportunities and businesses in the low carbon economy;
- a **virtual one stop shop for environmental advice** to help business profitability by reducing carbon emissions;

- a **public and private sector procurement initiative** to support and build on local purchasing programmes, minimising transport and recycling investment in the local economy;
- support for the development of exemplar Eco-Communities, such as Rackheath, to champion modern and environmentally friendly construction, living and working.

## ■ Creating jobs and training in construction

Greater Norwich is set to grow with over 36,000 homes to 2026 and 33,000 additional jobs by 2021. The Government requires that all new homes built from 2016 onwards must be zero carbon.

Norwich struck an **innovative £7.5m deal** with the Homes and Communities Agency to build

1,300 new homes and invest in regeneration projects, which creates new job and training opportunities.

We will develop and expand training in sustainable building and green technology skills, to ensure that local people can gain the skills to build a low carbon city.

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## ■ Boosting retail and tourism

Alongside its rich culture and heritage, shopping in Norwich enhances the city offer to visitors and residents. Retail also thrives in many market towns and extends the tourism offer of the whole area.

We will set up a **training programme for people who meet the public**, such as taxi drivers and shop assistants, so that they can act as well-informed ambassadors for Greater Norwich.

We will apply to establish a **Retail Academy** to train local people and support the development of the retail sector.

We will build on the strengths of Market Towns in Broadland and South Norfolk; recognising the critical role they play at the heart of sustainable communities in rural areas. In particular we will work to encourage new businesses back into high streets.

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## ■ Creating premises for new and expanding businesses

Provision of **managed workspace** and “growing on” units, located close to where people live and available on affordable terms, is key to underpinning new business growth. We will support the development of managed work space in the north of Norwich, which will also provide facilities for other local businesses,

in a new building which will be recognised regionally for its environmental sustainability.

We will work with agents, landowners and developers as appropriate to promote what space is currently available and will identify suitable regeneration schemes and work with developers to promote them.

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## ■ Raising Greater Norwich’s business profile

Greater Norwich is a major regional economic centre. There is a strong need to **raise the profile of Greater Norwich as a business location**. We will work to create an exciting,

new campaign, aimed primarily at the UK’s business community that will raise awareness of Greater Norwich and Norfolk as a great place to do business.