

Greater Norwich Development Partnership

Greater Norwich Economic Strategy Summary 2009-14



Jobs, homes, prosperity for local people



shaping norfolk's future
The County Economic Development Partnership



NORWICH
City Council



Norfolk County Council



Broads Authority
The Broads - a member of the
National Park family

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A past to be proud of, a future to relish



The Greater Norwich area, encompassing Norwich and its surroundings, boasts a strong, diverse economy and a high quality of life. At the heart of Greater Norwich is a contemporary medieval city. The largest employment centre in the Eastern Region with a strong knowledge economy, Norwich is a major regional service centre, and a top ten UK shopping destination offering a rich and diverse range of cultural, heritage and leisure opportunities.

The surrounding areas of South Norfolk and Broadland include

stunning countryside and the Norfolk broads, with villages and market towns providing further services and centres of employment. Norwich businesses and research institutes are global players, particularly in Health and Life Sciences and Financial Services.

But we cannot afford to take our prosperity for granted. The economy of Greater Norwich has held up well in the face of global economic difficulties, but it will only see itself through difficult times and prosper in the future if we plan for the challenges ahead.

Greater Norwich is identified by the East of England Development Agency (EEDA) Regional Economic Strategy (2008-31) as one of the region's 'Engines of Growth'. By 2021 we need to create 35,000 additional jobs and, by 2026, over 36,000 new homes. This work is driven by the Greater Norwich Development Partnership.

The Greater Norwich Economic Strategy will drive the economy through the current recession,

bounce-back and onwards towards achieving growth. This document summarises our plans mapping an exciting future based on ambitious vision and clear priorities. The Greater Norwich Development Partnership and Shaping Norfolk's Future, will work closely with the business community and other public, voluntary and community sector partners to make that future a reality.

Vision

By 2014, Greater Norwich will be recognised as one of England's major city regions with a rapidly growing, diverse and sustainable economy providing all its residents with opportunities and a great quality of life.



Objectives and priorities

Objective 1: Enterprise

To strengthen the area's economy, maximise diverse employment opportunities and ensure that businesses can flourish.

- **Priority 1:** Create more sustainable jobs by increasing the number of new business start-ups and supporting the growth of small and medium-sized enterprises.
- **Priority 2:** Support the growth of the knowledge economy by encouraging key sectors and facilitating the attraction and development of businesses which can exploit the commercial potential of the research expertise in the UEA and Norwich Research Park.

Objective 2: People and Skills

To improve the skills of the labour force to ensure that it matches the needs of existing and potential employers and local people benefit from job growth.

- **Priority 1:** Raise the aspirations of local people, particularly young people, and provide appropriate learning opportunities.
- **Priority 2:** Address mismatches between skills availability and skills requirements.
- **Priority 3:** Ensure there is a strong economic component to regeneration and neighbourhood renewal strategies.

Objective 3: Infrastructure for Business

Ensure that the area has the necessary infrastructure and quality of environment to attract and retain investment and support business growth.

- **Priority 1:** Contribute to the development of an improved and sustainable transport and communications infrastructure to support planned growth and development.
- **Priority 2:** Maintain an appropriate supply of suitably located employment land and premises.
- **Priority 3:** Ensure that the investment required in public utilities infrastructure and other essential infrastructure takes place so that the development of key sites is not constrained.

Objective 4: Profile and Investment

To raise the profile of Greater Norwich as a high quality place to live work and visit.

- **Priority 1:** Promote a strong and coherent image of Greater Norwich, capitalising on its particular strengths as a business location.
- **Priority 2:** Attract and retain private and public investment to drive growth and regeneration.
- **Priority 3:** Support the continued development of a vibrant city centre that is unique in its retail, cultural and heritage offers.
- **Priority 4:** Revitalise market towns and rural economies and encourage the development of distinctive retail, cultural and heritage offers.



Exciting results



The Economic Strategy will improve our offer to businesses and investors, building the reputation of Greater Norwich as a regional, national and international centre, delivering tangible benefits for local people.

What success will look like

An improved skills and knowledge base: Economic growth will be driven by research and development collaboration and commercialisation of knowledge from Higher and Further Education, research institutes and enterprise hubs. This will allow sectors such as environmental, health and life sciences, advanced engineering and the low carbon economy to prosper.

A better connected city and surrounding area: Greater Norwich will be better connected to local, regional, national and global markets by improved

roads, enhanced rail services to London and other regional cities and better links between Norwich airport and international destinations.

A strong and diverse economy: Sectors and clusters of regional, national and international significance, including financial and business services, the creative industries, environmental science, retail, advanced engineering and manufacturing, construction, tourism and cultural industries will be helped to develop and grow.

A more sustainable future: A low carbon economy will be developed focussing on brownfield sites serviced by sustainable transport. Environmental assets and green infrastructure will be enhanced and business opportunities presented by the challenge of climate change realised.

Opportunity for all: Local people will have the skills and opportunities to fully participate in and benefit from economic

prosperity. Average earnings will increase and more people will be in work.

A great place to live, invest and visit: Our key asset, our exceptional quality of life, will be maintained and enhanced, providing a vibrant urban culture complemented by rural tranquillity. The attractions of Greater Norwich will be widely understood by businesses and investors both nationally and internationally.



Joined up thinking

The Greater Norwich Economic Strategy is part of a hierarchy of strategies that drive economic development from regional to district level. These include the Regional Economic Strategy, Shaping Norfolk's Future strategy and Sustainable Communities Strategies for Broadland, Norwich, and South Norfolk.

The Economic Strategy is part of a suite of other policy documents underpinning the work of the Greater Norwich Development Partnership, including the Joint Core Strategy (which sets out spatial planning policies), the Norwich Area Transportation Strategy and strategies for housing and green infrastructure.

Turning aspiration into action

The economic strategy has been developed as the result of widespread consultation with local businesses and stakeholders. This, along with an extensive range of research, has also informed the development of an Economic Assessment of Greater Norwich. The strategy will be delivered and evaluated through an iterative action plan. This plan – a living, online document – sets out the key activities that the public, private and voluntary sectors will undertake to arrive at a bright future for Greater Norwich.

Find out more

To see a full copy of the Greater Norwich Economic Strategy and the documents that support it, visit www.gndp.org.uk, e-mail info@gndp.org.uk or contact:

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