

Norfolk's major growth locations

- High Impact Growth Opportunities
- At least 1000 houses, 20 ha of employment land &/or 2,500 jobs (projected)
- ▲ Growth of at least 10,000 new homes & 50 ha of employment land

Definitions

Key growth locations are specific areas with defined land development opportunities and job growth

Key routes supporting growth are clusters/corridors of long term housing and jobs creation, as well as specific sites

Greater Norwich

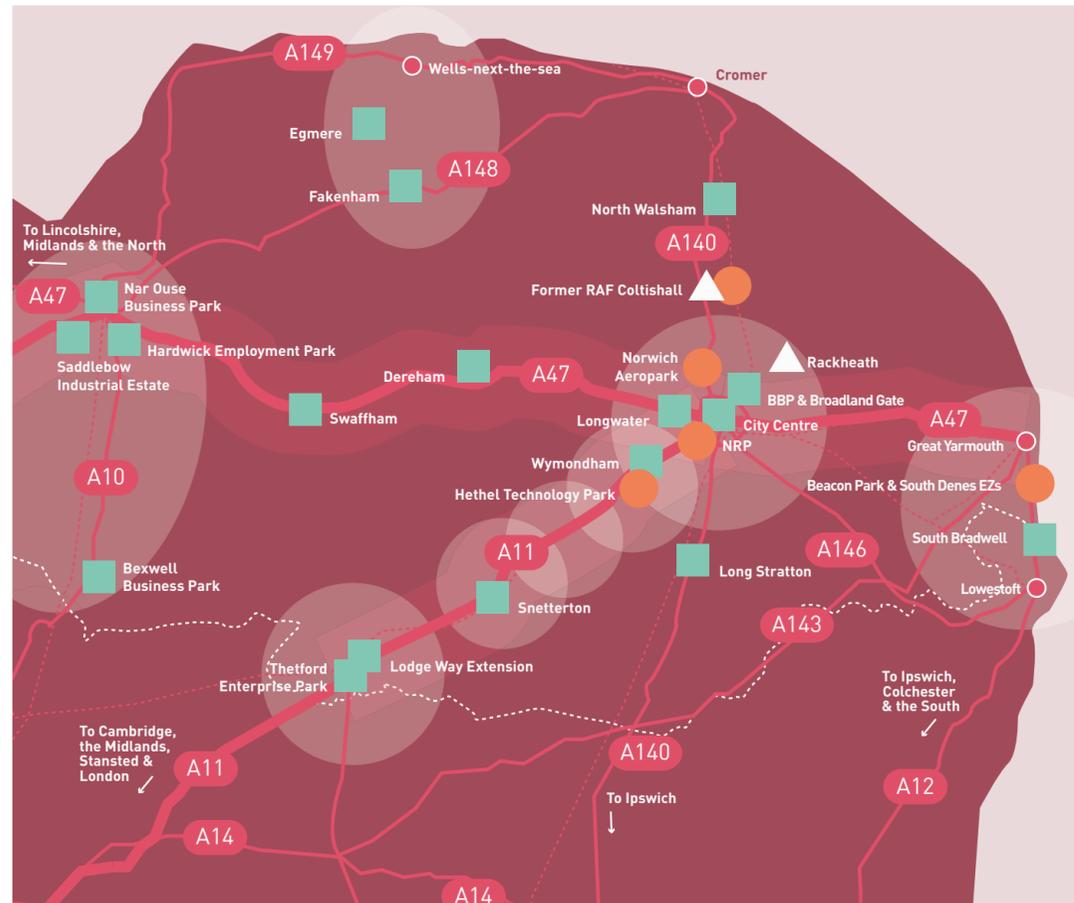
1. 3,000 more homes
2. 19,000 new jobs
3. 2,000 jobs at Norwich Research Park
4. 1,000 connected to Norwich University of the Arts
5. 6,000 construction roles

A11

6. 13,000 more homes
7. 5-10,000 new jobs over 12 years

A47

8. 10,500 more homes
9. 16,890 new jobs



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For current opportunities, location-specific information and economic insight visit:

www.investnorfolk.co.uk

Or contact David Dukes:

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Expertise & Opportunity

A Growth Prospectus for Norfolk, UK
Produced by the Norfolk Growth Group

Partner logos





Norfolk: A certain quality

Norfolk is the fourth largest county in England, bordering Lincolnshire, Cambridgeshire and Suffolk and is less than two hours by road from London.

Our ambition for Norfolk is strong, with plans for 73,000 more homes, 57,000 more jobs and 5,300 new businesses by 2026. Greater Norwich is the engine of growth in the East of England and its City Deal with Government will contribute significantly to achieving these targets.

Our key sectors are ready for investment to spearhead this ambitious growth: the powerful energy hub on the east coast, advanced engineering and manufacturing capabilities along the A11 corridor, together with the world-class life-science and agri-tech skills cluster.

With superfast broadband, low overheads and plenty of space for businesses to start up and expand, the county is primed for growth, underpinned by a comprehensive support framework. The New Anglia Growth Hub provides free face-to-face business support from a network of advisers, an online information portal and

telephone helpline, while vibrant business and sector networks enable companies to come together and exchange ideas.

However, we aim to achieve this ambitious growth sustainably, protecting the green spaces, 'big skies', miles of sandy beaches and cultural attractions that offer Norfolk's businesses and residents an enviable work/life balance.

This prospectus has been produced by the Norfolk Growth Group. The Group is a collaboration of local authority CEOs, who provide a coordinated voice for economic development in the county, as well as shaping the growth plans of the Local Enterprise Partnership for Norfolk and Suffolk, New Anglia.

We invite you to take a closer look at Norfolk. Our high impact opportunities for investment are highlighted with this orange symbol.

For more information contact David Dukes on 01234 567890 or email info@norfolkgrowth.co.uk



World class agri-tech and life science skills base

Agri-tech and life sciences offers extraordinary potential, with a skills super-cluster to match the county's prolific food and research capabilities. The Norwich Research Park (NRP) offers a unique grouping of organisations in the vanguard of global food and health research, including food security, resilient crops and biofuel intelligence. The Park is home to 3000 scientists (12,000 staff) at the John Innes Centre, the Institute of Food Research, the Sainsbury Laboratory, the Genome Analysis Centre and the University of East Anglia (UEA), providing the largest concentration of food, plant and environmental scientists in Europe.

With the Norfolk and Norwich University Hospital completing the cluster and a large stable population in the county, the NRP is perfectly placed to offer large scale clinical trials, as well as plenty of space for companies to become part of this world-leading centre of excellence.

Recognising its potential, the Greater Norwich City Deal has the NRP at its heart, with a target of 3,000 additional jobs at the Park by 2031. The Deal seeks to turn world class knowledge and ideas into world class jobs, facilitated by an online portal, telephone helpline and network of specialist business advisers providing free face-to-face advice.

Leading businesses on the NRP and in the wider agri-tech and life sciences sector include Germains, Briar Chemicals, Eastern Attachments, Marel, Frank Dale Foods, Anglia DNA, Nova Graaf, Claritest, Food Forensics, Iceni Diagnostics, Model Gut and Procarta Biosystems.

High Impact Growth Opportunities

60 ha of development land at the NRP. In close proximity, Little Melton Food Park offers a 25 acre food production facility, providing chill/cold stores, workshops, warehousing, offices and laboratories. Additional business support includes a 3-year 'proof-of-concept' grant programme, to enable SMEs to commercialise research, matched by £750k from the Biological and Biotechnological Science Research Council.



Accelerating advanced manufacturing and engineering capability

From food processing to Formula 1, this sector employs 10,000 people (10.3% of the workforce vs 9.5% nationally), and is hungry for more.

The A11, between Thetford and Norwich, hosts more than 100 automotive engineering and advanced manufacturing companies and is set for significant jobs and housing growth. With 104 ha of allocated employment land and an allocation for over 13,000 new homes, the area will generate 5-10,000 new jobs over 12 years. Specific sites include Thetford Enterprise Park (40 ha), Hethel Technology Park (20 ha) and Snetterton (17 ha), adjacent to the Snetterton racetrack.

Norfolk is home to cutting edge companies such as Lotus in automotives; Syfer Technologies who are leaders in advanced ceramic chips worldwide; C-Mac MicroTechnology who build electronics for NASA, the European Space Agency and Eurofighter. Cooper Roller Bearings, MSI Defence Systems and Landamores are also leaders in their field – and thrive in Norfolk.

To the west, King's Lynn has been a centre for manufacturing for many years, serving an area extending into Cambridgeshire and Lincolnshire and boasts leading advanced manufacturing, agri-tech, medical and chemical businesses such as Bepak, Palm Paper, Penguin Foods, Dodmans, Foster Refrigerator, Dow Chemical and Sealskinz.

Its key growth location is the A10 corridor centred on the Hardwick, Saddlebow and Downham Market sites (27, 23 and 35 ha of development land respectively). En route to King's Lynn from Norwich there are a number of smaller sites available for development, including Swaffham (12 ha) and Dereham (8 ha).

In the town itself, a £250m investment will see 20 ha available for industrial, R&D and office use, supported by a £4m Innovation Centre providing business incubation and support services.



Many of Norfolk's manufacturing employers – especially those in food and related processing – are experiencing significant growth and this is expected to be sustained. Bernard Matthews, Kettle Foods (Kettle Chips), Hain Daniels (producing Linda McCartney products) Colmans and Britvic are notable examples found in the county.

Norfolk is also home to an emerging aviation-related engineering cluster, centred around Norwich International Airport, KLM UK Engineering and Air Livery. The cluster is spearheading growth in the overhaul, maintenance, refurbishment and repair of aircraft, with skills supported by the Norwich International Aviation Academy. It is also backed up by the City Deal for Greater Norwich, which will see 2,100 new aviation-related jobs on the on 70 ha of employment land at Norwich International Airport, Aeropark and Business Park.

Norfolk is also superbly positioned to take advantage of the anticipated growth in environmental goods and services. With expert research at the NRP being spun out at the Hethel Centre and planned housing developments that aspire to high environmental standards, such as Rackheath Eco-community and Beeston Park, the area is well placed to support growth in green industries. In addition, the former airbase at RAF Coltishall offers 600 acres of development land and its first tenant, Vitromite, produces state-of-the-art construction materials from recycled glass.

Other specialisms include marine engineering, linked to the energy sector, in Great Yarmouth, Wells and Egmere.

The sector is supported by a leading regional innovation hub: www.hethelcentre.com, whose next stage of development is expansion into a Technology Park - similar to the Norwich Research Park for biosciences - aiming to develop 2,200 skilled engineering jobs and offering additional business incubation space.

High Impact Growth Opportunities

Planned expansion of the Hethel site to a 20 ha Technology Park, with additional business incubation space; 70 ha of development land centred on Norwich International Airport, its business park and aviation Aeropark; the former RAF Coltishall provides 600 ha ready for development.



Future-proofed energy sector

The Bacton Gas Terminal supplies more than 30% of the country's gas and links the UK with supplies throughout Europe. Great Yarmouth, in the east of the county, has been the centre of the Southern North Sea production of oil and gas for more than 40 years and is well placed to take advantage of developments in offshore wind, while British Sugar has established the UK's first bioethanol plant at Wissington. Companies such as Perenco, Aquaterra Energy and Acteon export their innovation and knowledge around the world.

The local skills in this sector are readily transferable to the county's growing offshore wind capability and emerging opportunities – energy business in the area is estimated to be worth more than £50bn in the coming years. Norfolk has the potential to a major supplier to the UK's sustainable energy needs, with scope for wind, tidal, biomass and biofuel energy production off the east coast. The EastPort deep water harbour at Great Yarmouth is near to the majority of the offshore wind sites with extraordinary potential as a supplier base.

Seeking to make the most of this potential, an energy-related Enterprise Zone has been established at Great Yarmouth and neighbour Lowestoft. The two towns together form one of only six national Centres of Offshore Renewable Engineering (CORE) in England being promoted by UKTI to attract renewable energy manufacturing companies. The Zone aims to deliver 1400 direct/1000 indirect jobs and 80 new businesses.

Zone incentives include the advantages of Assisted Area Status, business rates relief worth up to £275,000 over five years, simplified planning regulations and central Government support for the provision of super-fast broadband. The knock on effects of the developments at Great Yarmouth and Lowestoft are also being realised in Wells and Egmore, in north Norfolk, which are playing an increasing role as a service port for offshore energy.

Finally, Broadland Business Park - to the east of Norwich and next to the A47 - has the capacity for R&D/head office facilities, with 45 ha of development land.

High Impact Growth Opportunities

Assisted Area Status at the Great Yarmouth Enterprise Zone with reduced rates for investing businesses. The EZ offers almost 122 ha of development land, with 59 ha in South Denes and 17 ha at Beacon Park near Great Yarmouth.

Financial services stronghold

Financial and business services make the largest private sector contribution to Norfolk's economy, with more than 50 companies and employ one in three of the Norwich workforce employed in the sector. Norwich also home to one of the largest general insurance centres in Europe.

In recent years, the sector has expanded to Broadland Business Park, with Aviva having a base there, as well as in the city centre, together with Royal Bank of Scotland.

Leading companies in the sector, in addition to Aviva, include Marsh, Virgin Money, The One Account and Moneyfacts.

Their need for skilled employees led to the establishment of the Financial Services Academy in Norwich – the first of its kind in the country. The sector is also supported by bespoke financial services courses at the University of East Anglia and City College Norwich.



Digital creative cluster

Norwich also hosts a vibrant cluster of digital businesses, with companies such as Proxama, Internet Geeks, Foolproof, Further and Selesti, serving global digital technology customers. While a unique collaboration between the University of East Anglia's School of Computing and Norwich University of the Arts (NUA) is spearheading a distinctive specialism in computer games.

result of the Greater Norwich City Deal. There is plenty of space for both digital creative and other companies to expand in the city centre – in addition to space already on offer, the Deal offers an additional 100,000m2 of high quality office accommodation and 20,000m2 of retail units planned, sufficient for 8,000 jobs.

Skills for the sector are shaped by NUA, as well as the UEA and a wide range of networks exist to support digital creative businesses, such as Hot Source and Synch Norwich.

The rapidly expanding digital cluster saw 48% growth between 2007 and 2012 and anticipates a further 1,000 jobs, centred on NUA, as a



Tourism and culture

Tourism is one of the oldest economic contributors to the county. Visitors and residents love miles of unspoilt beaches, the beauty of the Brecks in south and west, the unique Norfolk Broads National Park and the seaside fun of Great Yarmouth. The sector supports more than 54,000 jobs and contributes approaching £2.8bn to the local economy.

Norwich is a top retail shopping centre, the most complete medieval city in Britain and England's first UNESCO City of Literature in 2012, one of only seven in the world. The city enjoys an annual food and drink festival and a major international arts showpiece: the Norfolk and Norwich Festival.

Visit Norfolk, the umbrella organisation for tourism in Norfolk



Norfolk's global reach

Key Locations Airports Ports Travel times measured to Norwich unless stated otherwise

