

Forest Heath • St Edmundsbury

West Suffolk

working together

Invest in West Suffolk information packs



West Suffolk Six Point Plan for Jobs and Growth

2 Promoting the West Suffolk economic region

*Invest in the creation and promotion of a **West Suffolk investment brand** which clearly sets out West Suffolk's unique selling points*

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Examples

South Oxfordshire
Bournemouth & Poole
Glasgow
Gwynedd

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South Oxfordshire's story

Location

South Oxfordshire sits in the heart of England on the doorstep of the internationally recognised city of Oxford and just 40 minutes by train from London.

London Heathrow, Gatwick, Stansted, Luton and Birmingham international airports are all within easy reach by public transport and car. The M40 motorway runs through the east of the district linking Birmingham to the north and London to the south. The M4 runs to the west of the district linking to the M1.

Environment

A major asset of South Oxfordshire is the quality of its rural and urban environment. Its key towns are Oxford, Thame, Henley-on-Thames and Wallingford. These towns and as key service centres to a range of towns and villages across the district. There is a range of housing available throughout the district with 1,000 homes planned for Oxford in the next five years.

www.visitoxfordshire.co.uk

Entertainment

South Oxfordshire is a diverse, exciting and stimulating place to live, work, visit and invest. It offers something for everyone with a unique blend of entertainment and leisure pursuits, retail, beauty, professional services and villages, quality shopping and restaurants.

By district, South Oxfordshire has the highest number of businesses in the county (2007)

Tony Stratton, Chairman, CPM Group, Thame


Home for big businesses

- 15 of Oxfordshire's largest businesses are based in South Oxfordshire. These include RAF Brakenham, The Centre of Ecology and Hydrology in Wallingford, Mace Europe and Kofax File Protection in Thame, and Invesco in Henley.
- Other internationally renowned businesses who have chosen South Oxfordshire as their home are:
 - CABI
 - Johnson Matthey
 - HR Wallingford







WHY BOURNEMOUTH & POOLE? THE BUSINESS CASE

The map above illustrates the distance in time from Bournemouth and Poole to major towns and cities in the South.

POPULATION: 298,000

WORKING AGE POPULATION: 154,000

ECONOMICALLY ACTIVE: BOURNEMOUTH & POOLE 78.9% GREAT BRITAIN 78.5%

IN-MIGRATION FROM LONDON AND THE SOUTH EAST IS HELPING DORSET TO GROW

PUBLIC SECTOR ACTIVITY

40,800 (27%) people are employed in public admin, health, and education. Only 488,206 percentage of those in employment.

- Crown Prosecution Service
- Department for Communities and Local Government
- Department for Education and Skills DfES
- Home Office HMPOHM
- Revenue & Customs South West RDA
- Local Authorities
- Primary Care Trusts
- South West Regional Development Agency
- Learning & Skills Council
- Business Link

	Bournemouth and Poole	South West	Great Britain
Weekly earnings ¹	£499	£506	£552
Economically active	78.9%	80.8%	78.0%
Unemployed	15.8%	13.7%	14.2%
Employment	66.7%	66.9%	64.0%
Self-employed	1.8%	10.8%	9.2%
Unemployment	4.8%	8.7%	7.0%

	HS24	HS23	HS22
HS24	36.4%	27.3%	27.4%
HS23	47.4%	47.3%	45.2%

	Services	Public sector (including health)	Manufacturing, construction and other
Services	86.6%	82.0%	82.0%
Public sector (including health)	27.7%	28.0%	25.9%
Manufacturing, construction and other	27.2%	29.6%	23.3%

¹Mean, gross, week place-based, ADHM, 2007. ²Percentage of working age population, exempt for unemployment which is percentage of economically active. ³HS, 2007. ⁴HS, 2006. ⁵AB, 2006. ⁶HS24 is a sub-sector of the services industries. ⁷Figure in GB column is for England, Census, 2001.

Information about Gwynedd

ECONOMY AND COMMUNITY



Irrespective of business, Gwynedd is an ideal place to live with plenty of fresh air, coastline and a wealth of activities available.

Gwynedd is situated in north west Wales and has a larger land area than any other county in Wales, except for Powys. 67.5% of the total land area of Gwynedd is designated as a National Park. The highest mountain in Wales, Snowdon which is 1,085m high, is in Gwynedd.

Gwynedd is the largest authority in Wales in terms of coastline which extends approximately 301 kilometres. 88 kilometres of the coast in the Llyn peninsula is designated as a Heritage Coastline and Area of Outstanding Natural Beauty (AONB).

The main towns of Gwynedd are Caernarfon, Bangor, Porthmadog, Pwllheli, Dolgellau and Blaenau Ffestiniog. Caernarfon is the County's main administrative centre - a historical town positioned on the shores of the Menai Straits. Gwynedd borders the counties of Conwy and Denbighshire to the East, with Powys and Ceredigion to the South. The mainland of Gwynedd is linked to Anglesey by means of road and railway bridges.

the people of average of 21% and according



WORKINGS SPACE

PROPERTY

Glasgow can deliver efficient and innovative office developments and world class retail spaces suited to every size and type of business.

Highly competitive rental rates are lower than many major cities across the UK, making Glasgow the smart choice to locate your company business. As a vibrant and cosmopolitan place to do business, Glasgow is a magnet for a host of support services from leading edge software companies and accessory firms to stylish restaurants and chic cafes.

Glasgow is ambitious. The city is constantly reinventing and there is already a programme of bold city office developments in the pipeline to meet future business demand.

- More world class office accommodation than any other UK city outside of London.
- Massive programme of exciting new developments, including the International Financial Services District, Creative City Park South, the international technology and Renewable Energy Zone (RFEZ), Cyber Gateway, Collegelands, and 2014 Commonwealth Games.
- Beautifully preserved Victorian and Georgian architecture complemented by the best in 21st century office design.
- Occupancy rates per workstation for Grade A prime location sites in Glasgow are often up to 20% lower than other major UK locations.
- World's best place to live in the UK as ranked by Evening Business magazine. Criteria included office space, transport, work/life, connectivity and great availability.
- Sustained pipeline of Grade A developments means there is a credible choice of world class office accommodation, and Glasgow has a clear investment strategy for growing Grade B developments to meet market demand.

"We have been very impressed with the quality of applicants we have seen for our Strathclyde One office in Glasgow and being driven here has led us to also the right location for customer sales and service ops for our major business."

David Hughes
Chief Executive, Youss Bank




Common Themes

- **Infrastructure;**
Transport links, broadband connectivity
- **Property;**
Commercial premises, business parks, housing
- **Quality of life;**
Amenities, culture, environment, education
- **People;**
Skills and qualifications, population
- **Businesses;**
Key sectors, existing businesses



Proposed content

- **Introduction to West Suffolk and EDG Team**

Followed by pages on:

- **Each of our towns (+ rural)**
- **Education and Skills**
- **Funding**
- **Key Sectors**
- **Premises and Support**
- **Next steps and contacts**

West Suffolk: Six point plan for jobs and growth

What does West Suffolk offer?

West Suffolk sits at the very heart of the East of England and covers a geographical area from Brandon to the north (bordering Norfolk), Haverhill to the south (bordering Essex) and across from Hopton in the east to Newmarket (bordering Cambridgeshire) in the west. The area covers a total of 103,472 hectares and has a growing population climbing towards 200,000.

There are six main towns within West Suffolk: Brandon, Bury St Edmunds, Clare, Haverhill, Mildenhall and Newmarket and there are currently in the region of 6500 registered businesses.

We are located at the crossroads of the main road routes from London to Norwich (A11) and the route between the industrial heartland of the Midlands and the major port of Felixstowe (A14). Cambridge, an international centre of innovation and research and a growing airport, is less than 12 miles away from Newmarket, and Stansted and Norwich airports are also easily reached in under an hour by road.



With a rich variety of natural landscape and many rare wildlife species, the area is renowned for its excellent quality of life, picture-book villages and many tourist attractions, contributing to the vibrancy of the local economy. West Suffolk is a successful, safe and supportive area just over an hour away from London.

With the historic town of Bury St Edmunds at its economic centre, West Suffolk has a thriving, diverse economy. It embraces a number of significant business sectors (including tourism; food, drink and agriculture; life sciences and advanced manufacturing) along with a remarkable entrepreneurial appetite to stimulate and encourage innovation. Its close proximity to the research and development centre of Cambridge, combined with attractive rents, rates and land prices and a 'business friendly' public sector, makes West Suffolk an extremely attractive proposition for businesses looking to locate, grow and expand.

In Newmarket, the globally recognised centre of the horseracing industry is a unique asset – in terms of its local economic impact, its contribution to tourism, its stimulus to a growing local biotechnology sector and its overall contribution to the 'sporting offer' in East Anglia. An important asset for Mildenhall and Lakenheath is USAFE with a population of approximately 4,750 people who contribute towards our local economy.

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Style

- **Similar in Style to Six Point Plan**
- **Regularly updated**
- **Informative but concise**
- **Visually attractive**
- **Photographic Images**
- **Maps, tables and charts**
- **Quick Facts**

Over 80% of West Suffolk Schools achieved an Ofsted rating of Outstanding or Good in their last review



Initial Research

By car, all the towns in West Suffolk are less than:

- 50mins to Cambridge
- 1 hr 30 to Norwich
- 1 hr 5 to Ipswich
- 1 hr 10 to Port of Felixstowe
- 1 hr 30 to London
- 1 hr to Stanstead
- 1 hr 55 to Heathrow
- 2 hrs to Gatwick

West Suffolk is home to 35 of the UK's top fifty retailers including eight from the top ten*

82% of Bury St Eds town centre users rated the variety of shops as either 'good' (59%) or 'very good' (23%), a figure much higher than the National Large Towns (65%)****

West Suffolk residents have a higher life expectancy than those living in London***

Both Forest Heath and St Edmundsbury have lower unemployment rates than the national average for GB, the average for Suffolk and the average for the East of England**

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**Any further
suggestions for
content is welcome**

