

**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*

Forest Heath • St Edmundsbury

West Suffolk
working together



Forest Heath • St Edmundsbury

West Suffolk
working together

Six point plan for
jobs and growth

1 2 3 4 5 6

West Suffolk economic region
A vibrant economy with huge growth potential

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: the golden vale for all to grow

What does West Suffolk offer?

West Suffolk sits at the very heart of the East of England and covers a geographical area from Buryton to the north (bordering Norfolk), Newmarket to the south (bordering Essex) and across from Haverhill in the east to Newmarket (bordering Cambridgeshire) in the west. The area covers a total of 106,842 hectares and has a growing population climbing towards 200,000.

There are six main towns within West Suffolk: Buryton, Bury St Edmunds, Clive, Newmarket, Mildenhall and Newmarket and there are currently in the region of 600 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 Norwich airport 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, picturesque villages and many listed buildings, contributing to the efficiency 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 spirit to stimulate and encourage innovation. Its close proximity to the research and development centres 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 horse racing industry is a unique asset – in terms of its local economic impact, its contribution to tourism, its status as a growing local biotechnology sector and its overall contribution to the 'sparkling offer' in East Anglia. An important asset for Mildenhall and Newmarket is GAF's with a population of approximately 4,700 people who contribute towards our local economy.

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**

**Any further
suggestions for
content is welcome**