West Suffolk working together

Invest in West Suffolk information packs

West Suffolk Six Point Plan for Jobs and Growth



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 West Suffolk working together



Six point plan for jobs and growth

West Suffolk economic region A vibrant economy with huge growth potential

234

Examples

South Oxfordshire Bournemouth & Poole Glasgow Gwynedd

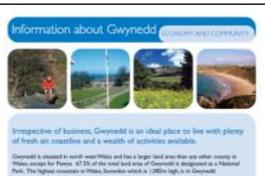




Forest Heath • St Edmundsbury

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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

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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

No. 14 A. N. property products and pro-

What does West Suffolk offer?

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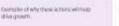
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- Similar in Style to Six Point Plan
- Regularly updated
- Informative but concise
- Visually attractive
- Photographic Images
- Maps, tables and charts
- Quick Facts

Style

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



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Initial Research

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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%)****

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**

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

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Any further suggestions for content is welcome