

Our Six Point Plan of action -Review



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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

The Six Point Plan - position

- Six Point Plan developed spring 2015
- ‘Increasing the opportunities for economic growth is a top priority in West Suffolk’
- A ‘living’ document which will be subject to regular modifications
- Two-year plan of action for jobs and growth under six key themes.
- What have we achieved?

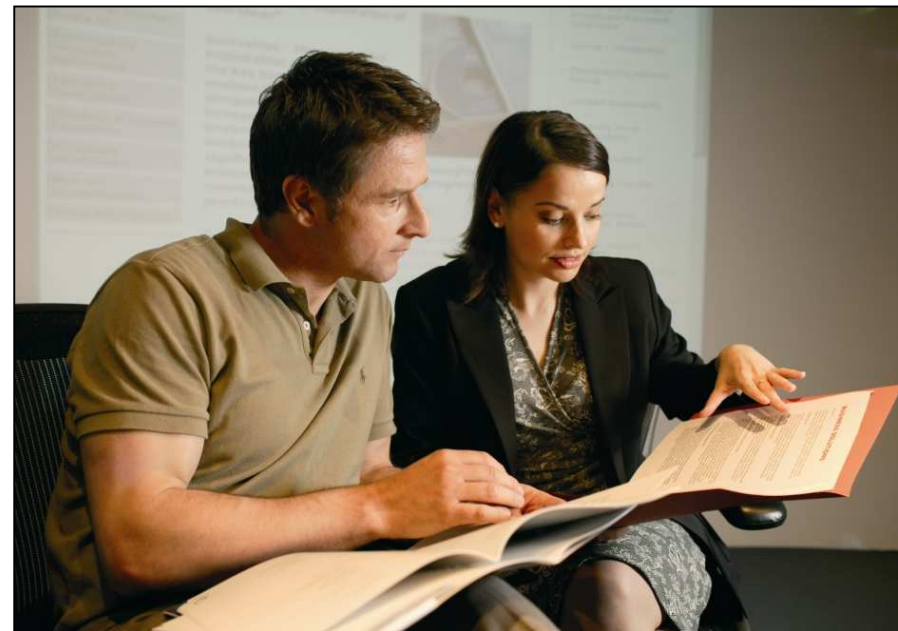


1 Meeting and understanding West Suffolk businesses

- Meeting on a regular basis
- Supporting with proactive engagement in their future plans

e.g.

- Business Forum (business representative groups forum)
- Business Festival
- Business engagement





Meeting and understanding West Suffolk businesses

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- Achievements
 - Targeted approach to meeting businesses
 - Chamber of Commerce SLA (inc 6 forum events per annum)
 - West Suffolk Business Forum (twice yearly)
 - Business Festival/Awards (now West Suffolk)
 - Working with New Anglia LEP and LA partners re Customer Relationship Management system and company database
 - Joint support with DiT (UKTI) to overseas owned companies





Meeting and understanding West Suffolk businesses

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- Achievements
 - Two events with the Hong Kong Trade Development Council
 - Targeted growing a declining companies
 - Working with both Growth Hubs (GCGP & NALEP)
 - 2014/15 22 businesses have benefitted from the shopfront grant. (11 FHDC and 11 SEBC)
 - 47 Start up grants since 2014 (20 FHDC and 27 SEBC)
 - Brecks and Wool Town Leader work

2

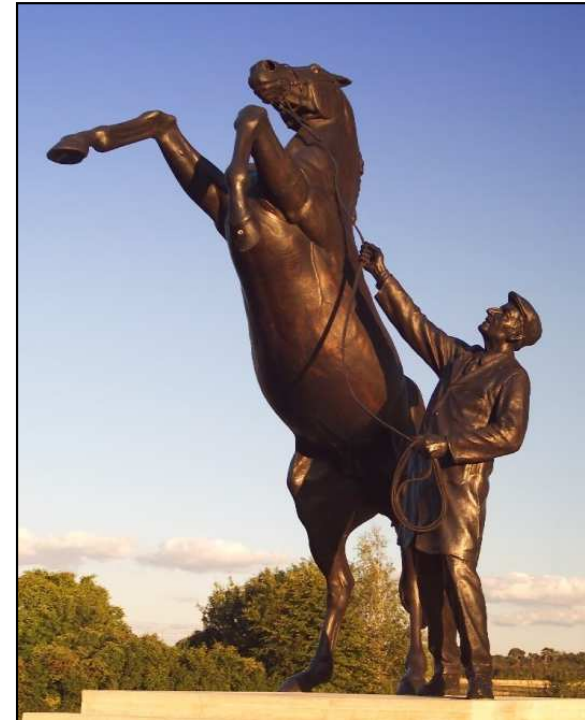
Promoting the West Suffolk economic region

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- Creation and promotion of a West Suffolk investment brand
- Unique selling points

e.g. - 'Invest in West Suffolk'
information packs





Promoting the West Suffolk economic region

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- Achievements
 - West Suffolk Business Fact Pack
 - West Suffolk Business Festival (3rd to 17th Oct 2017)
 - Business Awards
 - Inward investment including
 - Working with the Hong Kong Trade Development Council (Mandarin Fact Packs)
 - County wide Inward Investment Group
 - MIPIM 2016 (London)
 - Enterprise Zones at Haverhill Research Park and Suffolk Business Park

3

Supporting our market towns

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- Focus resources on the appropriate development of our market towns

e.g.

- Dedicated Market Development Officer role (events)
- Christmas Fayre (other events)
- BIDs (BSE/Newmarket)
- Town Centre Masterplans





Supporting our market towns

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- Achievements
 - Haverhill Town Centre Masterplan (Supplementary Planning Document) – Adopted by SEBC Council in September 2015
 - Implementation of projects within the Haverhill Town Centre Masterplan now underway
 - Currently preparing the Bury St Edmunds Town Centre Masterplan – due to be completed by the end of 2017
 - Our Bury St Edmunds and Newmarket BIDs (support)
 - Newmarket Vision
 - Mildenhall Hub



Supporting our market towns

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- Achievements (Markets)
 - Regular events on the five West Suffolk Markets
 - Building links with local schools and colleges
 - New farmers market in Bury St Edmunds and community market in Newmarket
 - Working with parish and town councils and retailers to investigate bringing new markets and special events to West Suffolk market towns
 - Bury St Edmunds Christmas Fayre (improved and reviewed)
 - Haverhill Christmas Market
 - Encourage start-up businesses by offering incentives, stalls and offers on all our markets



4

Ensuring the right conditions for growth

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*Work to **remove the barriers** to growth for West Suffolk businesses*

e.g.

- Connect businesses to funding opportunities
- Assist with land and premises
- Help to improve skills





Ensuring the right conditions for growth

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- Achievements
 - Suffolk Business Park. Eastern Relief Road commenced and first 'deal done' on the Enterprise Zone
 - Jointly LA working to create the Cambridge Norwich Tech Corridor
 - 21-27 Hollands Road. Extension of MENTA's small business workspace at 21-27 Hollands Road
 - Mildenhall Industrial Estate. Early stage feasibility work for an extension to the estate
 - Haverhill Lorry Park investigation



Ensuring the right conditions for growth

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- Achievements
 - Enterprise Zones at Haverhill Research Park and Suffolk Business Park
 - USAFE Mildenhall & economic impacts Study
 - Haverhill Research Park & Epicentre work
 - Campaigning for highway improvements and funding from the Road Investment Strategy 2 (2020-2025)
 - A1307 Campaign – developing the business case for improvements
 - Ipswich to Cambridge twice per hour rail services
 - Saxham Business Park Summit

5

Developing skills and increasing employment opportunities for all

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- Align skills provision with job opportunities

e.g.

- Working with partners e.g. SCC LEPs, West Suffolk College
- Bridge the gap between young people and local businesses
- Align business need to education provision
- Help to create high value jobs



5

Developing skills and increasing employment opportunities for all

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- Working with partner organisations to promote opportunities (SCC, Signpost2Skills, NALEP, West Suffolk College)
- West Suffolk Skills Survey
- Opportunities for young people through Markets
- Young Enterprise
- Promoting apprenticeships – including leading by example
- Understanding the role of WS going forward



Capitalising upon our key sectors

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- Exploit opportunities for growth through key sectors:
 - Our top three:
 - Tourism
 - Food, drink and agriculture
 - Life sciences/biotechnology
 - Other vital sectors:
 - Advanced manufacturing
 - Digital and creative industries
 - Financial services





Capitalising upon our key sectors

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- Achievements
 - Bury St Edmunds Destination Management Organisation
 - Discover Newmarket
 - Enterprise Zones aimed at delivering growth in line with the LEP sector priorities
 - Cambridge Norwich Tech Corridor
 - TechEast support
 - Screen Suffolk
 - Newmarket Hill Gallops

Six Point Plan for Jobs and Growth

We are coming to the end of the current Six Point Plan and looking towards a review.

We have the opportunity to re-imagine the plan in the light of new thinking and revised internal structures.

There are external factors that will mean we look at our priorities in a new light.

Over the last two years, we have benefitted from having this framework for our priorities and this is what we need going forward.



Six Point Plan for Jobs and Growth

- 1 Meeting and understanding West Suffolk businesses
 - 2 Promoting the West Suffolk economic region
 - 3 Supporting our market towns
 - 4 Ensuring the right conditions for growth
 - 5 Developing skills and increasing employment opportunities for all
 - 6 Capitalising upon our key sectors
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Questions

