

# **BROADLAND ECONOMIC GROWTH STRATEGIC PLAN 2022-2027 SUMMARY**



# Foreword

Broadland has a successful track record in supporting economic growth and is a brilliant place to live and work. Over the next five years, we will continue to help our local businesses, with tailored support and advice while simultaneously facilitating growth through the Greater Norwich Local Plan, determining the locations for housing and business growth for the foreseeable future.

Despite this, we are facing challenging times, we presently have a great many changes coming due to ambitious policies from central government on Net-Zero and Levelling Up alongside the rising cost of living and the end of Covid-19 related funding, all

of which will have implications for the district, our businesses, and residents. In Broadland, we are especially proud of our work supporting and protecting the environment, and going forward we aim to be at the forefront of the Net-Zero agenda, supporting our local businesses on this same journey.

By working with our external partners, and through our collaboration with South Norfolk Council, we will promote and champion not just our district but the region to attract inward investment, create new jobs and provide good quality affordable homes.

**Portfolio Holder for  
Economic Development at Broadland District Council**

# Vision

Our goal is to give businesses across Broadland the confidence to invest and grow, creating opportunities for our residents and improving their quality of life in an already outstanding environment

## How Will This be Achieved?

We will achieve this by focusing on four main priorities:



### **Priority 1: Growth and Investment**

Supporting businesses and key clusters and securing capital funding



### **Priority 2: Quality Locations and Infrastructure**

Promote quality and affordable housing, building community resilience, improving public transport, and improving general infrastructure and connectivity



### **Priority 3: Skills and Lifelong learning**

Addressing the skills shortage, creating high-calibre employment, and tackling long term unemployment while maintaining equality of opportunity and inclusive growth



### **Priority 4: Innovation and Enterprise**

Championing the development of new technologies and networks, particularly relevant in supporting the transition to a Net-Zero carbon economy

# Overarching Principles



## 1. Inclusive Growth

Creating opportunities for all segments of the population and distributing the dividends of increased prosperity, fairly across society

## 2. Clean Growth

Empowering businesses to capitalise on the opportunities provided by the Net-Zero agenda

**To deliver these priorities - and often in partnership with others - we will:**

- Secure public and private investment for the district with a focus on areas of high potential growth
- Work with partners to address key infrastructure constraints in relation to energy, transport, housing, flood risk, and digital connectivity
- Attract and retain talent in the area and encourage targeted skills development so that residents are equipped for the jobs businesses generate
- Build business networks in key clusters, encouraging knowledge exchange, innovation, supply chain development and access to new markets

# Cluster Focus

Our work will focus particularly on Broadland's key clusters and places

## High Performing Clusters

Agri-food and Life Sciences



Manufacturing and Engineering



Visitor Economy and Cultural Sectors



## Growth Clusters

Finance, Insurance and Professional Services



Clean Energy and Technology



## Why Clusters?

A cluster is a group of related businesses that contributes to a healthy economy - providing good jobs, high wages, and new technologies that expand the economy. They also help define target industries where a competitive advantage exists.

Cluster-based economic growth is all about improving the performance of key clusters, so they succeed, grow, and attract similar businesses. The interconnectivity of clusters also provides the opportunity for an economy to gradually expand.

The clusters in this plan have been chosen as focus points based on potential for growth, location quotient, productivity, and the presence of national or multinational headquarters for businesses within the cluster groups. They also align closely with the New Anglia Local Enterprise Partnership's vision for Norfolk and Suffolk to Feed the World, Power the World and Connect the World.

## Actions

To achieve our vision, we have identified key barriers to growth which align to each of our key priorities and have mapped out how we may address them, to deliver positive outcomes.

# Growth and Investment



Key Issues	Responses	Outcomes
Smaller town centres, high streets and suburban shopping centres are struggling – with the retail sector under pressure	<p>Investigate opportunities for public realm improvements in market towns</p> <p>Develop and implement a market towns plan</p> <p>Explore and implement opportunities relating to innovative use of space on the high street</p>	<p>Increased footfall and vibrancy of town centers and high streets</p> <p>Improved rate of retention for high street and town center retailers</p>
Lack of a year round tourism offer	<p>Promote visitor economy and tourism in collaboration with Destination Management Organisations</p> <p>Ongoing improvements to the Marriott's Way and the Bure Valley Path and Railway</p> <p>Promote and develop the Broadland Country Park</p>	<p>An increase in visits to key sites throughout the district, including off-season tourism</p>
Relatively low levels of inward investment	<p>Develop business cases for commercial investment opportunities in key clusters with regional partners ahead of funding streams becoming available</p>	<p>Increased levels of inward investment across the district</p>

# Quality Locations and Infrastructure



Key Issues	Responses	Outcomes
Housing affordability	<p>Generate an Affordable Housing Development Plan</p> <p>Work with partners across Greater Norwich to implement the Greater Norwich Local Plan</p>	Increase in new and affordable homes for residents according to local need
Existing energy infrastructure may not be sufficient to meet the expected rise in demand	Lobby UK Power Network and regional partners to build energy capacity in areas of growth	An Energy Network that can keep up with the district's future needs
While transport is under the remit of the county council, locationally, parts of the area are remote and transport infrastructure improvements are needed	Work with businesses and regional partners to ensure infrastructure is in place ahead of new building sites	Increase in active travel between employment sites and population centres



Key Issues	Responses	Outcomes
Digital connectivity, while also under the remit of County Council, is an ongoing issue	Implement a Community Infrastructure Action Plan to focus our support of the important growth being delivered by Parish and Town Councils	Improved physical and digital infrastructure
Insufficient existing warehouse provision and grow on space to meet demand	Progress development of the Broadland Food Innovation Centre and elsewhere work with businesses, commercial agents, and park managers at sites such as Broadland Business Park and Broadland Gate to locate suitable premises where move-on space is available	Increased space available for start-ups and increased retention of expanding businesses in the area



# Skills and Lifelong Learning



Key Issues	Responses	Outcomes
Aging population	Influence the range of training opportunities at Carrowbreck House to support Broadland businesses, increase the employability of residents and encouraging lifelong learning	Improved employment outcomes for older residents and increased technological confidence
Existing skills and labour shortages across key clusters	Engage with businesses to understand current skills gaps and evolve the package of direct delivery at Carrowbreck House and online to address local needs	An enhanced local skills base
The pandemic has exacerbated existing inequalities reducing social mobility, especially amongst those of school age who have not had access to the same career advice or support during the pandemic	<p>Work with partners to expand apprenticeship uptake across the district</p> <p>Work with schools, higher education providers, and business partners to advertise available opportunities in the region</p>	<p>More people in apprenticeships</p> <p>Lower youth unemployment</p> <p>Increased graduate retention</p>

Key Issues	Responses	Outcomes
Low productivity and wages	Provide training and support to help those who are underemployed	Increase in productivity and disposable income in the local economy



# Innovation and Enterprise



Key Issues	Responses	Outcomes
<p>Smaller businesses have limited support for growth</p> <p>Low number of business start-ups compared to the national average</p>	<p>Business support and grant funding</p> <p>Business support through training</p> <p>Review current provision for networking and business-to-business events</p>	<p>Higher business growth rates</p> <p>Enhanced relationships with local businesses</p> <p>Increase in business start-up and survival rates</p> <p>Increase in business support and networking events</p>
<p>Broadland, and the benefits of being based in the district, are under promoted</p>	<p>Work with local industry groups to encourage cluster formation and growth</p> <p>Raise awareness of and generate income for our area as a destination for use by the TV and Film industries</p> <p>Investigating future opportunities for Enterprise Zones and Local Development Orders</p>	<p>Increased inward investment</p>

Key Issues	Responses	Outcomes
Lack of understanding of supply chains in key clusters	Work with cluster groups to better understand the needs of businesses and what support can be provided	Increased survival rate of businesses, inward investment, and trade activity



# Clean and Inclusive Growth



Key Issues	Responses	Outcomes
The transition businesses will need to make in order meet central Government net-zero 2050 carbon emission targets	<p>Electric charging provision for cars</p> <p>Investigate financial investment and funding opportunities around carbon initiatives for businesses</p> <p>Review opportunities for a green bond model</p>	An overall reduction in territorial carbon emissions with a trajectory in line to meet the Government's 2050 target date for net-zero
An increase in extreme weather events has the potential to exacerbate water resource issues. This may increase pressure on water abstraction, leading to further restrictions, whilst increased flooding events may threaten low-lying areas within the district which are vulnerable to the impacts of flooding	<p>Continue to engage with regional partners such as Water Resources East</p> <p>Promote the use of innovative farming technologies which address water resource issues such as the schemes emerging from the Broadland Food Innovation Centre</p>	To ensure the sustainability of the water supply in the long term

Key Issues	Responses	Outcomes
The increasing cost-of-living  Energy Security	Work with regional partners on community and green energy initiatives to promote affordable energy  Provide support through our other services at Broadland District Council	Increased living standards



# Broadland in Numbers (as of 2021)

## Energy

**77,107 MWh**

energy generated each year  
from renewable sources at  
current estimates

## Business

**4,855**

Active Businesses

**45%**

5-year business  
survival rates

**4,340**

Microbusinesses

**480**

business start-ups per year

**15**

high growth enterprises

## Employment and Training

**500**

Apprentices in post

**82%**

of residents in employment

## Place

up to

**14,000**

homes to be built as one of  
the most ambitious urban  
extensions in history

**334**

new homes and

**165**

affordable homes delivered

### Market Towns and Larger

**Settlements** - Acle - Aylsham - Old  
Catton - Hellesdon -

Reepham - Sprowston - Wroxham -  
Thorpe St Andrew