

Economic Success Panel

Tuesday 2 July 2019

Overview of the Work of the Economic Development Department

Two Councils - One Team

Economic Development National Strategy

In November 2017 Government published the National Industrial Strategy setting out policy aims for tackling the UK's issues.

The five foundations of the Government's Industrial Strategy:

Ideas: encouraging the UK to be the world's most innovative economy

People: ensuring good jobs and greater earning power for all

Infrastructure: driving a major upgrade to the UK's Infrastructure

Business environment: guaranteeing the best place to start and grow a business

Places: creating prosperous communities across the UK

The four challenges of the Government's Industrial Strategy:

AI and Data

Ageing Society

Clean Growth

Future of Mobility

The Strategy will be delivered through the emerging New Anglia Local Enterprise Partnership's Local Industrial Strategy. This document is currently being prepared in consultation with Local Authorities and should be complete by March 2020.

We will continue to influence development of the strategy and will play a key role in delivering against the action plan that will evolve from it.

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Economic Development Local Strategy & Joint Position

Bringing together ambitions:

Broadland Ambition - Delivering Growth and Prosperity for All with the following objectives:

1. To back local businesses by providing information, advice and guidance to help them establish, grow and prosper.
2. To support our local communities by offering a range of opportunities, skills and employment prospects.

South Norfolk Ambition - Economic Growth, Productivity and Prosperity. Providing the environment to stimulate growth, productivity and prosperity, sharing the benefits of growth with our communities with the following objectives:

1. Working as part of Greater Norwich to support investment in critical infrastructure, utilising innovative funding mechanisms, increasing the number of local jobs and the area's overall productivity.
2. Supporting new and existing Businesses to grow; facilitating innovation and providing targeted support to key sectors.
3. Working with key partners to develop local skills to match what our businesses need, and supporting apprenticeships.
4. Sustaining the character and supporting the vitality of our local market towns, stimulating business growth, both in town centres and across the rural parts of our District.

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Delivering Economic Growth

Ability to influence funding opportunities through the LEP and to have a stronger voice within the LGA, DCN and National Government.

Contribute to Norfolk & Suffolk Economic Strategy and Local Industrial Strategy through role on Delivery Group.

A greater influence on the development of the Greater Norwich Local Plan and delivery of the Greater Norwich Growth Board agenda to ensure we maximise opportunities for economic growth.

The promotion of good practice and economic opportunities from the area will create the conditions to promote a stronger investment proposition.

Management and development of sector networks.

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Delivering Economic Growth – How?

Account management service

Discretionary business rates relief

Planning advice

Assisting businesses to access finance – e.g. LEP, Invest East

Provide a premises/commercial land enquiry service

Provide InvestGN website

Site specific approach – e.g. Food Enterprise Park, Beeston Park, Rackheath

Cambridge to Norwich Tech Corridor

Work with Dept for International Trade to showcase and promote opportunities

Direct investment and lobbying for infrastructure – road and rail

Direct investment in Broadband infrastructure

Greater Norwich Power Study

Greater Norwich Manufacturing Group/New Anglia Advanced Manufacturing & Engineering (NAAME)

Financial Industries Group

Support for other key sector groups

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Economic Development Services

Helping to create vibrant, engaged communities that work together with businesses to celebrate and enhance what is good about the area to influence and drive a thriving local economy.

A consistent and equitable approach to business support that caters for pre-start-up, start-up and growing business needs, utilising a range of outside agencies together with in-house expertise.

A suite of training provision available to businesses across the wider geography, utilising free provision where quality allows. This will achieve a consistent level of growth support and business resilience.

A range of visitor economy projects and opportunities that benefit the sector.

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Economic Development Services – What?

Free business support service, including start-up programme

Business training courses, some free and subsidised

Social Enterprise development

Small business grant schemes – start-up and enterprise (BDC only)

Business events – regular breakfasts, Local Flavours, industry focussed, awards

Buy in Broadland – promoting ‘shop local’

Events and Festivals – growing the visitor economy

Young Enterprise – Learn to Earn (Taverham, Acle, Hellesdon, Sprowston)

Choices – get back to work programme

Skills and training support – apprenticeships and LIFT

Town Team initiatives (including tourism)

Visit Norfolk Board and Marketing Group

Funding Applications – LEADER and Future High Streets Fund etc.

Car Parking