

OUR AMBITIONS

WHEN WE SUCCEED, BY 2045 WE WILL:

ADD **£14BN**
TO THE ECONOMY
OUTPACING THE
ENGLAND AVERAGE
GROWTH RATE.



BE A
LONG-TERM
NET CONTRIBUTOR
TO UK PLC



HAVE
40,000
MORE PEOPLE
IN HIGHER
QUALIFIED
ROLES



EXPAND OUR
TALENT POOL
BY GROWING OUR
ECONOMICALLY
ACTIVE POPULATION
BY **35,000**



HAVE A
**NET ZERO
ECONOMY**

CONTINUE TO BE A PLACE WHERE
BUSINESS THAT START HERE,
THRIVE HERE



45,000

MORE PEOPLE
QUALIFIED TO
LEVEL 3+



**SIGNIFICANTLY
BOOSTED
AVERAGE
WAGES
FOR ALL,
SUPPORTING
BETTER LIVING
STANDARDS**



**INCREASED
AFFORDABLE,
SUSTAINABLE
HOUSING
AND LOCAL
INFRASTRUCTURE**



Economic Strategy: Summary

TECH CONVERGENCE

The integration of diverse technologies such as digital, AI clean tech and satellite applications into established industry sectors provides significant opportunity to drive clean, productive economic growth.

HIGH GROWTH

Agri-Food & Drink, Clean Energy and Ports and Logistics

Sector strengths which are driving our economy and contributing to UK plc with significant growth projected.

EMERGING GROWTH

ICT Digital Creative, Life Science and Biotech, Financial Services

Smaller sectors with regional comparative advantages so potential for future expansion.

VALUE GROWTH

Advance Manufacturing & Engineering, Construction, Health & Social Care, Visitor Economy

Large employment sectors with opportunities to improve productivity and quality of jobs.

OUR SECTORS

OUR WORKSTREAMS

INVESTMENT ATTRACTION

ENHANCING INFRASTRUCTURE AND CONNECTIVITY

FOSTERING ENTERPRISE & INNOVATION

TALENT DEVELOPMENT

PRIDE OF PLACE

COLLABORATE TO GROW

ATTRACTING INVESTMENT

Attract £4 investment for every £1 of government investment.

Build a multimillion-pound strategic project pipeline to attract investment and generate jobs.

Ensure local businesses access emerging opportunities through the Suffolk £ initiative.

Attract major companies with incentives, focusing on Enterprise Zones and Freeport.

BOOSTING INFRASTRUCTURE AND CONNECTIVITY

Create a spatial planning framework that integrates housing, transport, utilities, and green infrastructure.

Ensure infrastructure upgrades stay at pace with growth and decarbonisation.

Explore sustainable new housing settlements.

Leverage local expertise to advance connectivity beyond 5G.

Support efforts to secure road and rail improvements for enhanced transport links.

DRIVING ENTERPRISE AND INNOVATION

Establish strategic clusters in key locations focused on sector specialisations and tech convergence.

Develop technology showcases across Suffolk to promote knowledge transfer, attract talent, investment, and visitors.

Launch a digital platform with specialist advisors, mentorship, and targeted interventions for start-ups, scale-ups, and high-growth businesses.

TALENT DEVELOPMENT

Implement initiatives that accelerate upskilling and reskill, attract talent, and align training with business needs.

Strengthen work readiness through business-education collaboration and maximising impact of existing and new initiatives.

Establish the UK's first Institute of Tech Convergence to foster innovation and address skill gaps.

Boost productivity through workforce health and wellbeing initiatives and build an inclusive talent pipeline.

CREATING PRIDE IN PLACE

Build and promote a strong Suffolk brand, showcasing strengths and opportunities.

Support Ipswich to further transform to a vibrant economic centre.

Launch "EPIC Suffolk" charter to recognise business committed to economic, social and environmental responsibility.

Expand the ambassador network to boost Suffolk's national and international profile.

EPIC SUFFOLK

ECONOMIC WELL-BEING

Achieving financial resilience & improved living standards for all.

PRODUCTIVE

Driving Innovation and boosting economic efficiency.

INCLUSIVE

Ensuring equitable access to opportunities and shared prosperity.

CLEAN

Leading in clean growth for a prosperous, sustainable future.

SUFFOLK

Pioneering Tech Convergence

TALENT DEVELOPMENT

Grow an adaptable, future-ready workforce by attracting and empowering talent, targeted upskilling and reskilling initiatives and fostering a culture of lifelong learning, unlocking the potential of all individuals.

Talent Growth: Implement initiatives that accelerate upskill and reskill of the workforce and launch targeted campaigns to attract and retain talent essential for growth while pursuing devolved skills funding to better align training with local business needs.

Next-Gen Workforce: Enhance work readiness, with business and education collaborating to provide early, sustained inspiration and clear careers pathways. Maximising the impact of apprenticeships and youth employment initiatives to ensure the next generation is prepared to contribute to and benefit from local growth, particularly in STEM-related roles

Academic Partnerships: Collaborate with the University of Suffolk and Suffolk's Further Education providers to establish the UK's first Institute of Tech Convergence, fostering innovation, industry-academia ties and helping businesses adopt technology to boost productivity and address skill shortages.

Workforce Wellbeing and Inclusion: Boost productivity through workforce health and wellbeing initiatives, support those out of work into sustained employment and leverage the skills of our ageing population to create a wide inclusive talent pipeline and unlock untapped talent.

INDICATORS OF SUCCESS:

Workforce adaptability: An agile workforce equipped with the skills and qualifications that meets the needs of a growing economy.

Increased productivity: Higher efficiency & productivity across sectors.

Talent attraction: Known as a prime location for work, learning and living, where all local and attracted talent thrives

ROUTE TO SUCCESS:



Business Create jobs & invest in talent



Public Sector Lead campaigns & design programmes



Academia Pioneer Education & Training



VCSE Support Pathways to Employment



Government Devolve powers & funds