

**Report to** Cabinet  
11 September 2019  
**Report of** Head of city development services  
**Subject** New Anglia LEP Local Industrial Strategy

**Item**

**6**

## **KEY DECISION**

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### **Purpose**

The New Anglia Local Enterprise Partnership is seeking Norwich City Council endorsement of its new Local Industrial Strategy prior to publication.

### **Recommendation**

To endorse the New Anglia Local Industrial Strategy and further engagement on its implementation to ensure the delivery of inclusive, clean growth the transition to a zero-carbon economy for Norwich.

### **Corporate and service priorities**

The report helps to meet the corporate priority of an inclusive economy

### **Financial implications**

Nil

**Ward/s:** All Wards

**Cabinet member:** Councillor Waters - Leader

### **Contact officers**

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### **Background documents**

<https://newanglia.co.uk/wp-content/uploads/2019/08/DRAFT-Norfolk-and-Suffolk-LIS-consultation-190813-1.pdf>



# Report

## Background

1. New Anglia LEP is negotiating with Government to finalise a Local Industrial Strategy for Norfolk and Suffolk.
2. The Local Industrial Strategy (LIS) is the next stage in the implementation of the Norfolk and Suffolk Economic Strategy, presenting a strong, well-informed evidence base and outlining a long-term set of priorities that capitalise on existing opportunities in the economy and address weaknesses to deliver sustainable, inclusive growth and economic wellbeing.

## Key priorities of the Local Industrial Strategy

3. The LIS follows a format that mirrors the Government's Industrial Strategy White Paper (published November 2017), setting out a long-term plan to boost the productivity and earning power of people in Norfolk and Suffolk. Building upon a range of existing local, sub-regional and national strategies and policy documents it presents a detailed focus on global and national trends that will shape economic wellbeing in the future, looking at the actions required to take the opportunities ahead as the economy evolves post-Brexit.
  - (a) Five foundations of productivity – Ideas, People, Places, Infrastructure and Business Environment. These key hygiene factors are the foundation of all proposed interventions within the LIS.
  - (b) Four grand challenges: AI (Artificial Intelligence) and Data, Ageing Society, Clean Growth and Future of Mobility
4. It is also influenced by the Industrial Strategy Challenge Fund, Sector deals and the UK Shared Prosperity Fund.
5. For Norfolk and Suffolk the opportunity presented by three key, high growth sectors will be used to drive growth - clean energy, agri-food and ICT/digital. These sectors represent Norfolk and Suffolk's strongest competitive advantage in the UK economy; each provides significant scope for high skilled jobs, supply chain growth and improved productivity through collaboration and knowledge transfer. These sectors will also deliver the greatest impact in terms of in-work progression and skills development opportunities for our communities. The LIS recognises that the majority of the "future workforce" is within the existing workforce and that there must be significant effort to reskill and prepare people for emerging new jobs as technology transforms the labour market. Cross sector workforce development schemes will be used to ensure that the growing numbers of technology driven jobs and highly-skilled, well-paid roles are available to local people.
6. The LIS summarises the opportunities presented by the three high growth sectors backed by the foundation sectors – financial services, culture and the visitor economy, ports and logistics, advanced manufacturing and construction – and by promoting greater collaboration between sectors, setting out the linkages

between economic data/evidence, aims and actions for the five foundations of productivity.

7. One of the five foundations of productivity is place. This is central to the LIS which recognises the key, driving role of both Norwich and Ipswich. All proposed actions are place-based in the drive towards more prosperous communities and tackling regional and local disparities.
8. Although the format and language of the LIS has been determined by government; the development of its content has been a highly collaborative process, locally led by a wide partnership of businesses, local authorities, social enterprises, universities and colleges. There is strong alignment with both the Norwich Economic Strategy and also the Norwich 2040 Vision. Norwich will play a key role in the delivery of the ambitions and goals set out within the LIS and the strong place-focused approach seeks to recognise the strengths and needs of its economy and residents.
9. The development of the strategy has helped focus attention on the key building blocks of our economy, understand the areas with greatest potential and identify interventions to unlock this potential.

### **Next steps**

10. Whilst there is no funding specifically set aside by Government for the implementation of local industrial strategies, by signing up to the document Government is endorsing its aims and ambitions and existing Government policy and future plans will need to take into account the local industrial strategy. Discussions are underway with a number of Government departments to see how key elements of the strategy can be taken forward. The development process has also significantly raised the profile of our economy and its key components within Whitehall.

## Integrated impact assessment



**NORWICH**  
City Council

The IIA should assess **the impact of the recommendation** being made by the report

Detailed guidance to help with the completion of the assessment can be found [here](#). Delete this row after completion

### Report author to complete

<b>Committee:</b>	Cabinet
<b>Committee date:</b>	11 September 2019
<b>Director / Head of service</b>	Andy Watt
<b>Report subject:</b>	New Anglia Local Industrial Strategy (LIS)
<b>Date assessed:</b>	13 August 2019

	Impact			
Economic (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Finance (value for money)	<input type="checkbox"/>	x	<input type="checkbox"/>	The LIS includes several significant capital and revenue based interventions which will directly benefit the Norwich economy including investment in a digital accelerator for scale-ups in Norwich and increased investment in infrastructure, workforce skills and business support.
Other departments and services e.g. office facilities, customer contact	x	<input type="checkbox"/>	<input type="checkbox"/>	No immediate or future direct impact upon other departments can be identified at this stage.
ICT services	x	<input type="checkbox"/>	<input type="checkbox"/>	No direct impact can be identified upon ICT services and it is unlikely that the LIS will have any direct influence upon ICT.
Economic development	<input type="checkbox"/>	x	<input type="checkbox"/>	The LIS is strongly aligned with the priorities and opportunities detailed in the Norwich Economic Strategy and mirrors the aspiration to widen opportunity, inclusive growth and transition to a zero carbon economy.
Financial inclusion	<input type="checkbox"/>	x	<input type="checkbox"/>	The LIS seeks to increase in-work progression, close the low pay gap and widen opportunities for local people to benefit from jobs and business growth. It recognises that the majority of the future workforce is actually within the existing workforce and there is a strong emphasis on reskilling and on inspiring and preparing young people for opportunities within a rapidly changing labour market.
Social (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments

	Impact			
Safeguarding children and adults	x	<input type="checkbox"/>	<input type="checkbox"/>	No direct impact can be identified within the LIS.
<u>S17 crime and disorder act 1998</u>	x	<input type="checkbox"/>	<input type="checkbox"/>	No direct impact can be identified within the LIS.
Human Rights Act 1998	x	<input type="checkbox"/>	<input type="checkbox"/>	No direct impact can be identified within the LIS.
Health and well being	x	<input type="checkbox"/>	<input type="checkbox"/>	No direct impact can be identified within the LIS.
Equality and diversity (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Relations between groups (cohesion)	<input checked="" type="checkbox"/>		<input type="checkbox"/>	The LIS is unlikely to have any discernible impact.
Eliminating discrimination & harassment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The LIS is unlikely to have any discernible impact.
Advancing equality of opportunity	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The LIS recognises the inclusive growth challenge and seeks to invest in activities to widen skills provision and in-work progression opportunities.
Environmental (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Transportation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The LIS commits to pursuing opportunities clean growth via broader network efficiency, modal shift and initiatives such as digital connectivity which will reduce the need to travel.

	Impact			
Natural and built environment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	As one of the government's grand challenges, Clean growth and transition towards a zero carbon economy is a strong cross-cutting theme within the LIS, this includes measures to reduce the impact of growth and protect the natural environment.
Waste minimisation & resource use	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	As one of the government's grand challenges, Clean growth and transition towards a zero carbon economy is a strong cross-cutting theme within the LIS, this includes measures to support businesses in waste reduction and greater water efficiency across all sectors of the economy.
Pollution	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	As one of the government's grand challenges, Clean growth and transition towards a zero carbon economy is a strong cross-cutting theme within the LIS.
Sustainable procurement	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	It is not possible to identify any impact within the LIS at this stage.
Energy and climate change	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	As one of the government's grand challenges, Clean growth and transition towards a zero carbon economy is a strong cross-cutting theme within the LIS – increasing growth of the clean energy sector, delivering energy saving projects to benefit local communities and driving further innovations to minimise the impact of business upon climate change are key initiatives within the strategy.
(Please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Risk management	x	<input type="checkbox"/>	<input type="checkbox"/>	It is not possible to identify any significant impact within the LIS upon risk management.



## Recommendations from impact assessment

### Positive

The draft Local Industrial Strategy (LIS) has a strong evidence base which fully recognises the challenges imposed by climate change, population growth and global competition. The LIS is very closely aligned with the priorities, opportunities and challenges outlined in the Norwich Economic Strategy and the long term aspirations for a more inclusive, low carbon city expressed in the Norwich 2040 Vision, acknowledging the wider role played by Norwich in the Norfolk and Suffolk economy. The proposed interventions, as described, will be highly beneficial to the inclusive growth, widening opportunities in the local labour market and supporting businesses with sustainable growth and higher productivity through collaboration and innovation.

It is recommended that Cabinet endorses the draft LIS prior to publication and supports a strong partnership with the New Anglia LEP in delivering the ambitions within the document.

### Negative

### Neutral

### Issues

The LIS sets out an ambitious plan which will require close partnerships and collaboration around a shared vision. The opportunity to deliver a step change in clean, inclusive growth is real but this will also require focused investment and clear policy support both locally and nationally if the vision is to be fully realised.