



**Titel**  
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# **Regional Economic Strategy**

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## **Regional Economic Strategy**

### **Country/Region**

England, East of England.

### **Issue**

The English Regional Development Agencies are tasked with providing a framework for economic and physical development within their regions.

Within the East of England there are disparities between growth centres such as Cambridge, the M25 fringes of Essex, Hertfordshire and Bedfordshire, and the more rural areas. Within the rural county of Norfolk there are also disparities between the economy of the Greater Norwich Area and the rest of the county.

There are strong engines of growth in the ICT, creative, engineering, energy and financial services but the benefits of this are not evenly spread and some areas risk decline.

There are also growth pressures and key growth spots in housing and these need to be planned to be sustainable economically, environmentally and socially.

Because of the nature of the region's economy and geography, availability of Broadband, and encouragement to sectors using that, are key to regional success.

### **Keywords**

Economy, sustainability, ICT, broadband

### **Approach/Strategies**

To refresh the Regional Economic Strategy and broaden it to include social and environmental issues, EEDA carried out a year long consultation process including discussions with sub regional economic development partnerships such as Shaping Norfolk's Future, key stakeholders in public, private and third sectors, extensive socio-economic research and a series of workshops and discussion for a.

The draft strategy has been published and is currently out for consultation. Once this has been finalised it will cascade out through the spatial planning framework, the activities of regional organisations and the sub regional economic development partnerships, funding decisions by EEDA, regional and central government, programming documents for EU regional funding and the sustainable community plans of local strategic partnerships.

The document is available via the BIRD website.

### **Results**

The strategy has strong elements of support for broadband roll out within the region and support for ICT and Creative Industries. This includes support for the EPIC and DCM projects, support for SME's in effective use of ICT and broadband, and a framework for developing Connected Neighbourhoods and local broadband and wireless initiatives as well as continued lobbying on government and the private sector for investment in broadband.

**Conclusions and Summary Recommendations**

A robust regional economic, social and environmental strategy is needed to encourage broadband development which meets the needs of the whole area. This needs to be built into action plans and strategies at every level in order to be effective.

**Confirmation of publishing allowness**

Location and Date

Name, Stamp and Signature



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