

East of England & Europe



The future's

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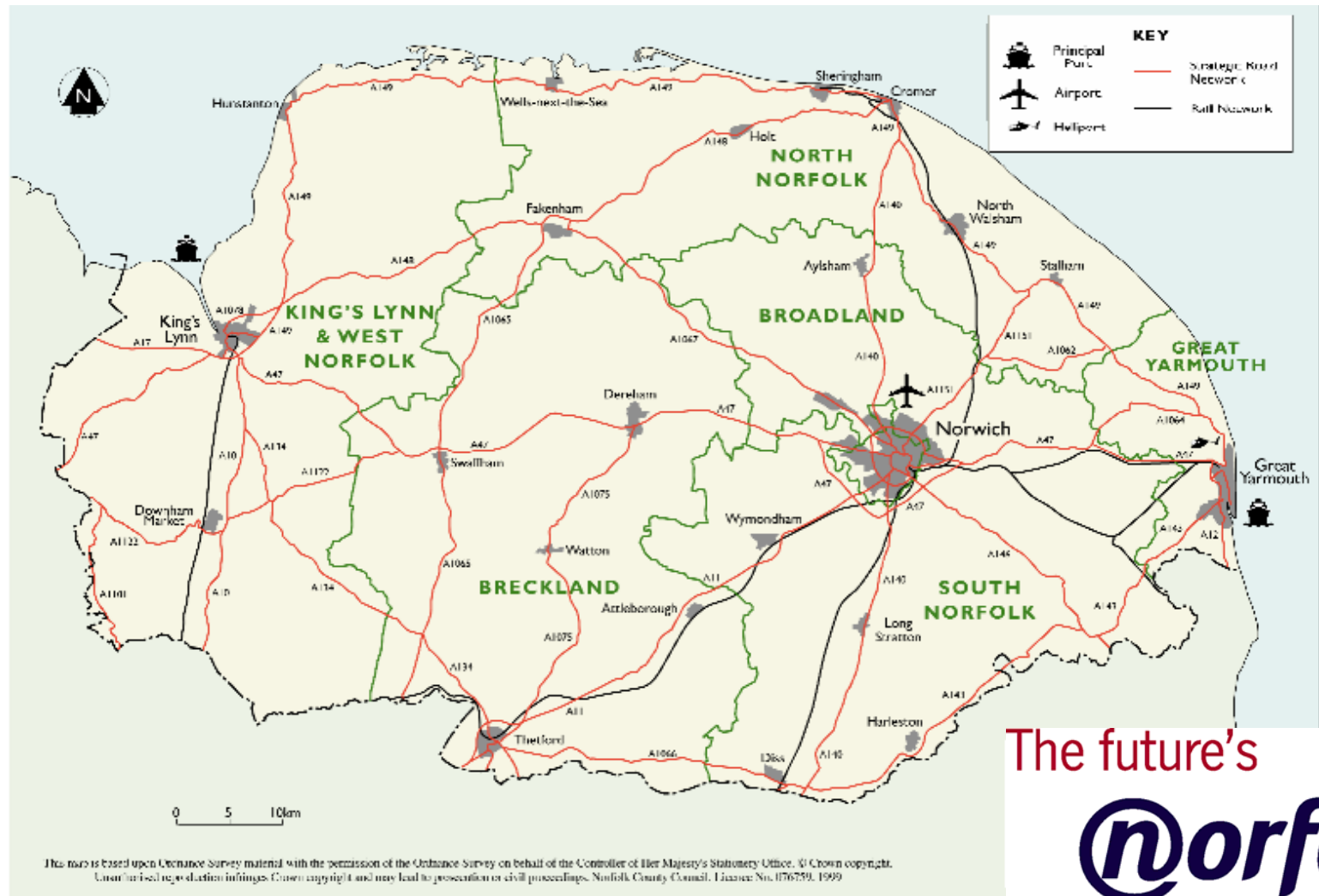
East of England Region

- Six counties – Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk, Suffolk
- Large rural areas to North and East but part of London overspill in South and West
- Lots of ICT (Cambridge) New Media (Essex) Traditional media (Norwich)
- Significant urban and rural deprivation in many places – but more in Norfolk.

Regional Structures

- East of England Development Agency
 - Arm of central government but regional board
 - Economic Development and regeneration including social inclusion
 - Supports sub regional partnerships like Shaping the Future for delivery (and 8 others)
 - Has ICT Strategy group with Norfolk represented

Norfolk in detail



Think of Norfolk.



Think again.



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Key companies

- Norwich Union
- Master Foods
- Colmans (Unilever)
- Virgin
- Hamlin Electronics (Breed Technologies)
- Cmac
- Kettle Foods
- Bernard Mathews

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Industry Sectors

Norfolk's economic strategy - Shaping the Future has identified 9 sectors which it feels are most likely to deliver economic growth. These are:

- Engineering and Electronics
- Food and Agriculture
- Financial Services
- Tourism
- Energy
- Creative Industries
- Health and Life Sciences
- Information and Communication Technology
- Boat Building

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Norfolk - Key Facts

- Within Eastern Region of the UK - one of fastest growing regions in the country

Population 5.5 million

- Norfolk population 790,000

Projected to grow to 840,000 by 2011

- Employment - 335,000
- Unemployment - under 3%

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Norfolk - More Facts

- *Norwich Research Park* - Europe's largest concentration of food related research
- *University of East Anglia* - High reputation in Environmental Sciences and Information Technology
- *Offshore Energy Industry* - Second largest concentration in the UK
- *Engineering Excellence* - e.g. Lotus Cars, Electronics
- *Shopping* - Norwich in the top 10 of most successful shopping centres in the UK
- *Tourism* - 3500 Tourist Businesses - 3 billion Euro visitor expenditure each year


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- Large rural areas - 54% of county previously designated Rural Development Area
 - Very diverse - 7 district councils
 - Relatively poor communications
 - GDP per capita 2% below regional average
 - Lowest earnings in region (13% below average) reflection of significance of part-time and seasonal working in traditionally important sectors (agri/food processing/tourism)
 - Major concentrations of deprivation in urban centres (and rural parts)

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- Manufacturing sector is relatively low in value added and productivity
 - Further reductions in agriculture and manufacturing employment forecast
 - Strengths in a number of key sectors (offshore/media/financial services/tourism)
 - High quality of life and environment
 - Large micro company base
 - Skills gaps in some key sectors
 - Land and premises - quality not quantity issues
 - ...But, always at the end of the queue for ICT infrastructure.

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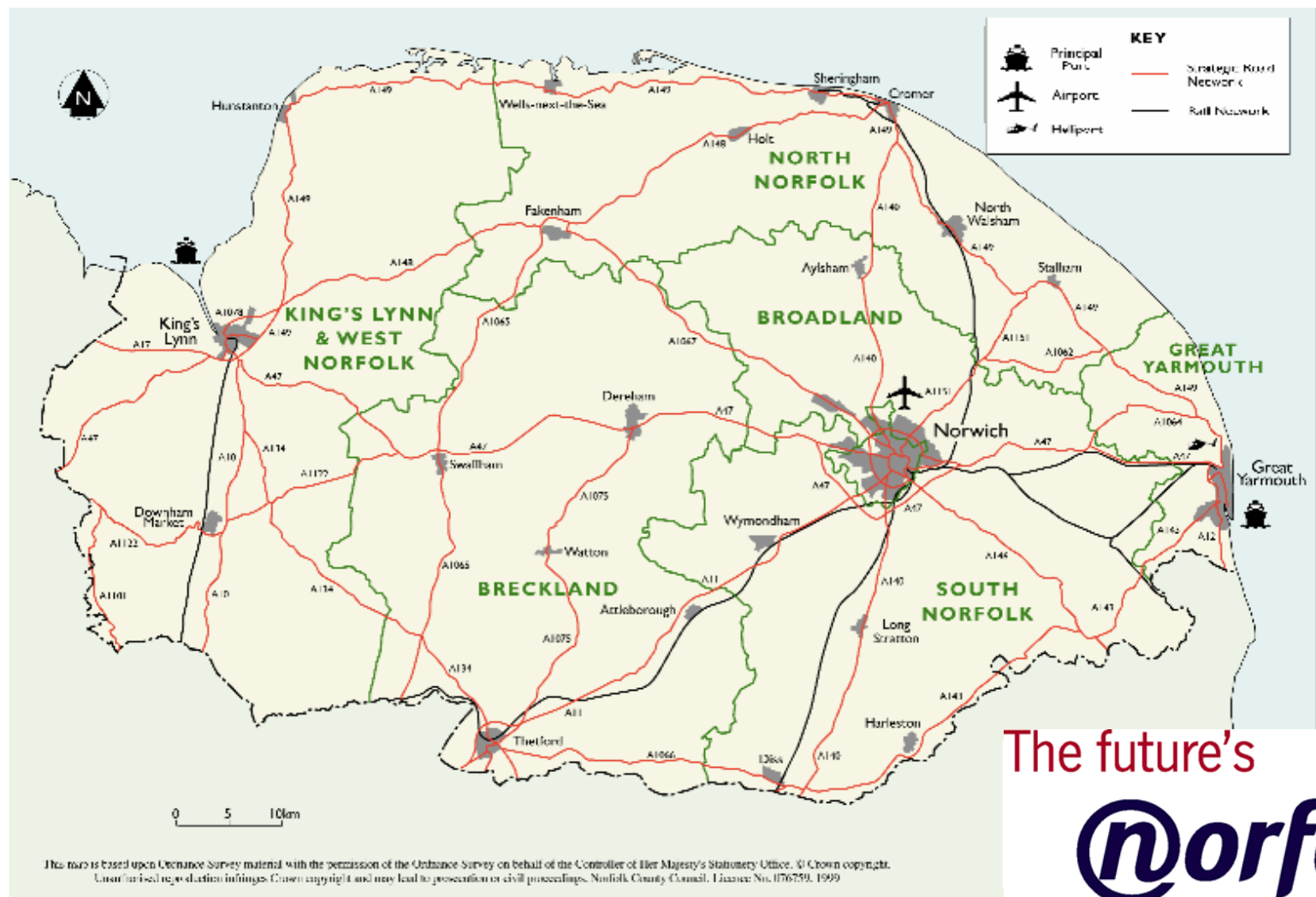
BROADBAND INFRASTRUCTURE

- 147 exchanges – all now broadband enabled.
- 2 needed public intervention
- 512kbit minimum, up to 2Mbit, but 8Mbit on demand in some urban centres
- Connecting Communities competition – 2 Norfolk winners
- Open Link Norfolk (Norwich and South Norfolk)

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Norfolk in detail





OTHER INTERVENTIONS

- Awareness Raising
 - Website
 - Material
 - Roadshow
- E-Business Byte
- E Club Norfolk

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