

# Business Board Comms update



- Suffolk Economy brand and 2-part launch plan agreed at December Business Board
- December launch headlines
  - SCC press release accompanying SCC Cabinet approval of Economic Strategy
  - Strategy document revised into the new brand format
  - Website holding page live, [Suffolk Economy - Powering the UK, Feeding the UK, Connecting the UK](#)
  - EADT article, <https://www.eadt.co.uk/news/24808111.suffolk-business-boards-economic-strategy-explained/>
  - Strategy shared with government officials
- January launch headlines
  - Full website live
  - First intervention(s) launch
  - Update to all businesses that engaged in summer 2024 strategy workshops
  - Further press, social and video content
- 2025 Calendar of events currently being worked up

# Business Board Comms update



18 EAST ANGLIAN DAILY TIMES TUESDAY DECEMBER 24, 2024  
**FEATURE**



## Suffolk Business Board's economic strategy explained

A new economic strategy has been unveiled for Suffolk, aiming to harness the county's thriving renewable energy sector and transform the region into a hub for long-term economic prosperity and competitiveness...

**S**uffolk's Business Board has unveiled a new economic strategy for the county, aiming to make the most of Suffolk's unique strengths and help to increase wages for local people. Suffolk's Economic Strategy has been developed by the Suffolk Business Board, which took over the role of the Local Enterprise Partnership (LEP) in providing a voice for business in Suffolk. The strategy aims to harness Suffolk's thriving renewable energy sector and collaborative business environment to transform the region into a hub for clean technology, long-term economic prosperity and competitiveness. The Board has set out ambitious goals for 2045. These include:
 

- Contributing an additional £14 billion to the economy, outpacing national growth rates
- Qualifying 45,000 more people to Level 3 or higher
- Increasing workforce participation by 25,000
- Significantly raising average wages across the county.

 The strategy has identified three key growth areas...
 

**High Growth Sectors**  
 Renewable energy, particularly offshore wind and nuclear, remains central to Suffolk's economy. Sustainable practices and agri-tech innovation are set to expand the agri-food and drink sector, while ports and logistics support national trade.

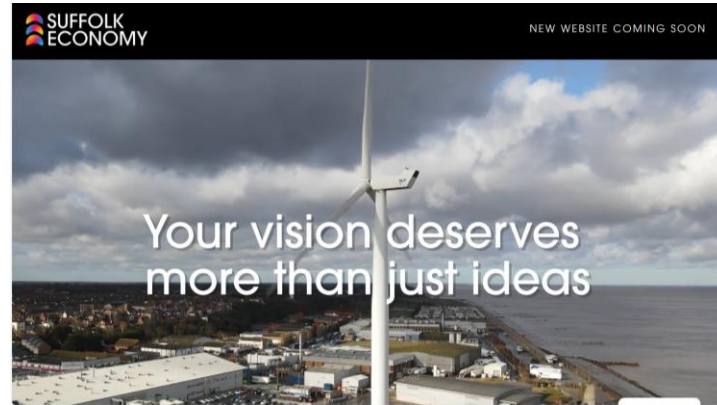
**Emerging Growth Sectors**  
 Areas with strong potential for expansion include ICT and digital creative industries, life sciences and biotech and financial services.

**Value Growth Sectors**  
 Fields such as advanced manufacturing, construction, health and social care and the visitor economy have opportunities for productivity and better jobs.

Using technology The strategy sets out ambitions for Suffolk to leverage its strengths in technology through Tech Convergence. This is where technologies such as AI, robotics, clean tech, and satellite applications can be integrated into established businesses, creating new market opportunities and driving economic growth. It also emphasizes Suffolk's role in the UK's £18.9 billion space sector, where the county makes contributions to environmental research, national security and communications. A recent milestone is a £4.2 million project led by the University of Suffolk to build the UK's largest optical research test range for space-to-ground optical research at BF's Adastral Park in Martlesham, supported by the UK Space Agency. The strategy emphasizes the importance of infrastructure and workforce development to support Suffolk's growing economy and maintain global competitiveness.



Better opportunities for Suffolk residents will come from the strategy, the Board believes. Image: SCC



**SUFFOLK ECONOMY**

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