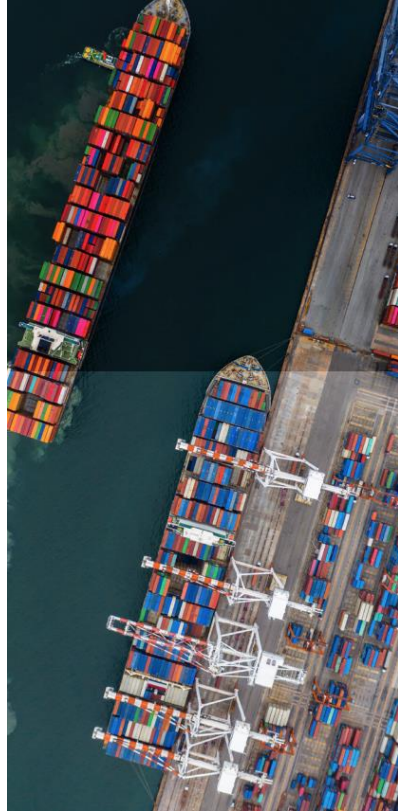


Deep Dive: Ports and Logistics

Key Points



1. Infrastructure

- Sizewell C Impact: Address the construction project's pressure on logistics.
- Orwell Bridge: Identify as a logistics bottleneck; explore alternative routes and contact Transport East for congestion data.
- Funding Priorities: Focus on infrastructure over direct sector funding.
- Ely-Haughley Junction: Emphasize economic benefits.
- Infrastructure Challenges: Stress their national economic impact.
- Sector Impact: Track infrastructure challenges across multiple sectors.
- Public Transport: Promote improvements to reduce congestion and environmental impact.
- Smart Infrastructure: Explore digital solutions like smart traffic lights.
- 5G Connectivity: Improve coverage for competitive advantage, especially for HGV drivers.
- EV and Hydrogen Infrastructure: Ensure sufficient charging ports for increasing demand.

2. Sectors Promotion

- Felixstowe Port: Promote as a key UK asset.
- Growth Sectors: Prioritize high-growth sectors to avoid spreading resources too thin.
- Sector Perception: Address misconceptions about the Ports & Logistics sector's skill level and economic importance.
- Nimbyism: Tackle opposition to growth plans.
- Best Practices: Replicate successful sector promotion strategies like those in the energy sector.
- Logistics Sector: Highlights the high diesel use, conflicting with clean energy goals.

3. Business Support

- Business Support: Improve communication and simplify jargon for grants and funding.
- Innovation Training: Encourage innovation training at all employment levels.

4. Strategy Document

- Energy Map: Consider expanding to include offshore energy.
- Vision Page: Correct typo to "advanced manufacturing."
- Tone Adjustment: Make the document less optimistic and more focused on challenges for government clarity.

Deep Dive: Agriculture, Food & Drink

Key Points



1. Skills and Talent Shortage in Agri-Food & Drink

- The sector faces a significant skills pipeline issue, with low interest from job seekers and students, compounded by a negative perception of agricultural careers.
- Engagement with schools and career hubs is inadequate, particularly in secondary schools, leading to limited awareness of high-value roles in AgriTech and the food supply chain.
- Businesses need to take a proactive role in promoting careers and addressing the attractiveness of rural job opportunities.
- Rural areas face difficulty attracting talent due to expensive property, poor transport links, and declining access to essential services, pushing potential workers toward urban areas.
- A lack of affordable housing for young people in rural areas makes it difficult to retain graduate talent and support the sector's future workforce.

2. Water Supply Challenges

- Suffolk's industrial water supply is projected to decline over the next decade, threatening the growth and sustainability of the Agri-Food & Drink sector.
- A lack of urgency in addressing water supply issues risks delaying action until it is too late, jeopardizing the sector's foundation.

3. Infrastructure Limitations

- The Orwell Bridge is a critical bottleneck for logistics, acting as a major constraint for regional business growth and new investments in East Suffolk.

4. Regulatory and Planning Barriers

- Heavy regulations and an excessively long planning process (up to 15 years) delay projects, often rendering them outdated or unfit for purpose by the time they are completed.

Deep Dive: Clean Energy

Key Points



1. Skills Challenges and Talent Development

- Suffolk's diverse energy sector faces substantial skills challenges, including worker displacement risks and a shortage of talent in key areas like ecology.
- Retaining and attracting local talent is a priority, with an emphasis on apprenticeships, work experience, and clear messaging to promote Suffolk as a desirable place to live and work.

2. Strategic Prioritisation for Clean Energy

- Suffolk needs to focus on its strengths in wind and nuclear energy while recognising its potential in hydrogen and carbon capture.
- A clear, specialized strategy will enhance talent development and maximize local economic benefits with consideration to creating 'another Orbis Energy hub or cluster'

3. Improving Perception and Pride of Place

- Suffolk's outdated perception as reliant on agriculture and tourism hinders investment and talent attraction.
- Promoting success stories, quality of life improvements, and innovation in clean energy can shift perceptions and enhance pride of place and minimise -ve perceptions (project opposition).

4. Collaboration Across the East of England

- Combining efforts with Norfolk and Essex through a unified 'energy board' can amplify Suffolk's voice and attract investment
- Strong, collective messaging and collaboration can address shared regional strengths and challenges.

5. Marketing, Messaging, and Economic Strategy

- Suffolk must boast about its competitive advantages, particularly high-growth sectors, to create a compelling narrative for investment. A localised supply chain and focused economic strategy can ensure significant local benefits and a stronger case for central government support.

Deep Dive: Tech Convergence

Key Points

Board Sponsor: Peter Brady



1. Definition and Positioning

- Clarify and emphasise terminology to better communicate the vision (e.g. tech convergence vs. tech diffusion)
- Combine expertise across sectors and inclusive of all technology types (not just digital) e.g. robotics, satellite tech

2. Marketing and Communications

- Suffolk is well-placed to pioneer tech convergence
- Important to secure powerful case studies to help differentiate and market Suffolk as a leader in innovation

3. Challenges

- Challenges include difficulties in retaining talent e.g. data scientists
- Funding constraints in education/skills
- Suffolk/Ipswich/Martlesham under-recognised as a tech hub

4. Opportunities

- Expand collaborative efforts and highlight Suffolk's unique advantages through strategic partnerships and events
- Hackathons for targeting industry-specific challenges working with key partners including universities
- Enhance business support offer via application of tools e.g. AI/digital support and programmes to facilitate start-ups and scale-ups e.g. Eagle Labs, ACG
- AI Research Hub opportunity (Stowmarket)
- Develop Computing Hubs network to help address skills supply issue