SUFFOLK ECONOMIC STRATEGY EVIDENCE BASE

SUFFOLK ECONOMY

Contents

Economic Overview & Productivity

This section looks at a series of key metrics that we have continuously monitored in order to assess the trajectory and overall health of the Suffolk economy, with these metrics being foundations in all previous economic strategy analysis for New Anglia LEP. This includes:

- Unemployment, Employment & Claimant Count rates
- Business/Enterprise Demographic, Start-up & Incorporation Data
- Salary and Dwelling Affordability Data
- GVA (Gross Value Added)

There are several layers of GVA analysis, as this metric is the most widely used means to measure the underlying value of the economy of any given location (National, LEP, or Local Authority etc) in the UK. Rather than measuring overall output, we are seeking to understand whether the value – the productivity of the output is increasing – or otherwise over time.

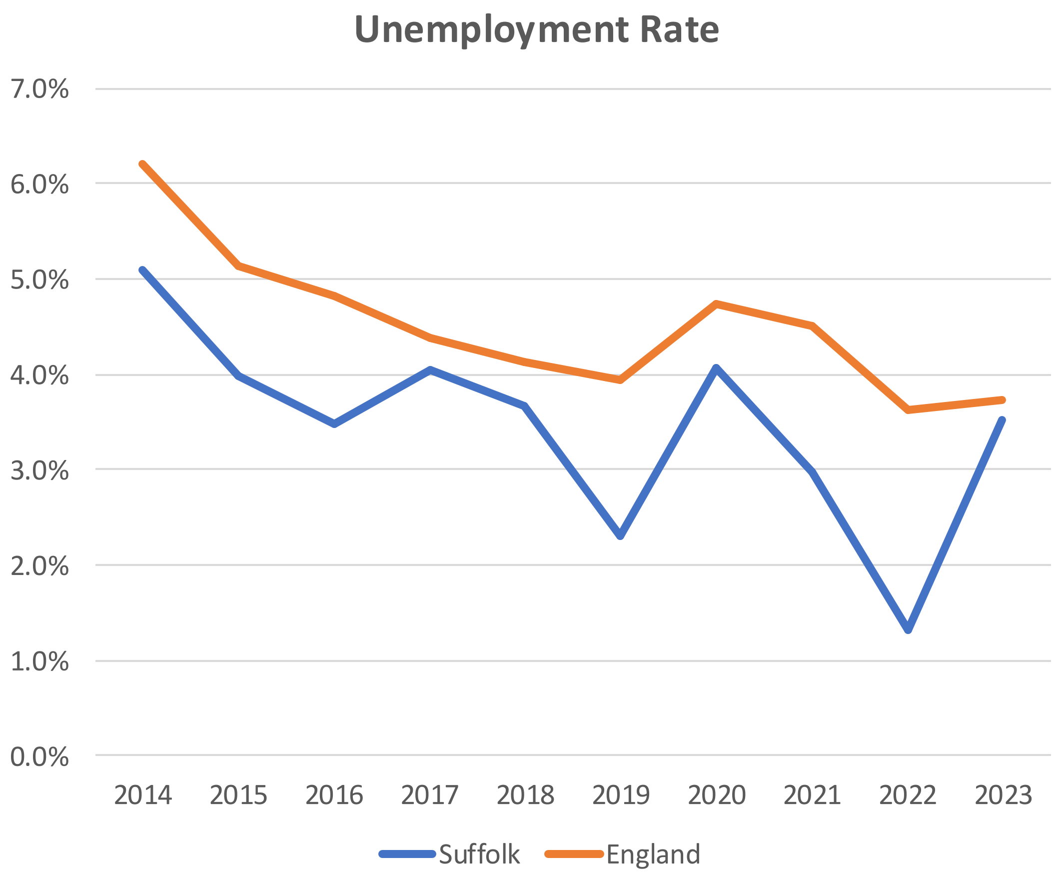
Summary

- Suffolk's economy has demonstrated sustained growth and resilience, contributing £21 billion to the UK economy. Over the past decade, Suffolk's Gross Value Added (GVA) has expanded significantly, rising from £15.7bn in 2011 to £20.8bn in 2020, despite the challenges posed by the pandemic. Economic contributions vary across the county, with East Suffolk and West Suffolk each generating 28% of total GVA, Ipswich accounting for 23%, and Mid Suffolk and Babergh contributing 11% and 10%, respectively. These figures highlight opportunities for targeted investment to drive balanced growth and unlock further economic potential across all districts.
- Suffolk boasts an employment rate of 96%, on par with the England average, underlining the county's economic stability. While unemployment has risen slightly from pre-pandemic levels, Suffolk continues to outperform national trends, with a 2023 proxy unemployment rate of **3.3% compared to 4.7% nationally**. Ipswich remains a focal point for intervention, reporting the highest unemployment rate at **5.2%**, while Babergh and Mid Suffolk lead with the lowest levels. Addressing these disparities will be key to ensuring inclusive and sustainable growth.
- Earnings in Suffolk are rising, with **median gross annual pay at £33.9k**, closing the gap with the England average of £35.1k. Compared to neighbouring counties such as Norfolk (£32.6k) and Lincolnshire (£31.8k), Suffolk remains a competitive location for employment and career progression. Post-pandemic wage growth has been particularly strong, narrowing the earnings gap with the national average from **£2.2k in 2021 to just £1.2k in 2023**. However, regional variations persist, with Mid Suffolk leading at **£34.7k** and Babergh trailing at **£30.9k**, reflecting areas where further economic opportunity can be unlocked.
- Suffolk's workplace earnings, while below the national average, have shown impressive growth. **Median workplace pay stands at £31.2k compared to £36.1k nationally**, with a **34.9% increase since 2014**, outpacing the national growth rate of 29.3%. This upward trajectory highlights Suffolk's adaptability and its ability to drive prosperity despite broader economic challenges.
- Suffolk's standing in the UK Competitiveness Index reflects the diverse economic strengths and challenges across the county. Ipswich ranks in the **67th percentile**, reinforcing its position as a key driver of regional growth, while Babergh sits in the **33rd percentile**, indicating opportunities for further investment and sectoral expansion. Encouragingly, **Ipswich and East Suffolk have improved their rankings since 2019**, demonstrating the positive impact of strategic initiatives, while **West Suffolk and Mid Suffolk have experienced slight declines**, signalling areas for targeted action.
- Suffolk's economy is on a strong trajectory, underpinned by leading sectors in **Clean Energy, Agri-Food & Drink, and Ports & Logistics**, as well as a growing presence in ICT & Digital Creative, Life Sciences & Biotech, and Financial Services. However, **closing wage disparities, enhancing local earnings, and further strengthening competitiveness across all districts will be vital** to sustaining momentum. By investing in skills, infrastructure, and innovation, Suffolk can **continue to lead in productivity, unlock new opportunities, and cement its place as a powerhouse of economic growth for the UK**.

Headlines

- **Proxy Unemployment Rate:** The ONS Claimant Count is utilized as a proxy for unemployment due to the delayed nature of official data. Over the past decade (2014-2023), Suffolk's proxy unemployment rate has been consistently below the England average, standing at 3.3% in 2023 compared to 4.7% nationally.
- **Proxy Unemployment Trends:** Over the last 18 months (July 2022 to December 2023), the proxy unemployment rate in Suffolk averaged 3.2%, up from a pre-pandemic average of 2.6% (October 2018 to March 2020), indicating a prolonged impact and a tighter labour market.
- **Local Authority Unemployment Data:** Within Suffolk's five districts, Ipswich exhibited the highest proxy unemployment rate consistently over the past decade, reaching 5.2% in 2023.
- **Median Annual Pay:** The median gross annual pay for full-time workers in Suffolk has been below the national average over the past decade. In 2023, Suffolk's median wage was £33.9k versus £35.1k in England. Post-pandemic recovery has seen the pay gap narrow from £2.2k in 2021 to £1.2k in 2023.
- **Comparative Median Earnings:** Despite lower averages, Suffolk's 2023 median wage of £33.9k compares favorably to other regions like Devon (£31.7k), Lincolnshire (£31.8k), Norfolk (£32.6k), and is just below Somerset (£34.4k).
- **District-Specific Earnings**: In 2023, Mid Suffolk reported the highest median gross annual pay in the county at £34.7k, while Babergh had the lowest at £30.9k.
- **Economic Contribution (GVA):** From 2011 to 2020, Suffolk's GVA to the UK economy increased from £14.8bn to £19.0bn, growing at an average of 2.8% per annum. East Suffolk and West Suffolk are the largest contributors, each accounting for 28% of the county's GVA in 2020.
- **Productivity Growth:** Over the last decade (2011-2020), Suffolk has seen increases in GVA per job from £53.1k to £66.8k and GVA per hour worked from £31.98 to £39.15, growing at annual rates of 2.6% and 2.3%, respectively.
- **Productivity Comparison:** In 2020, Suffolk's productivity metrics (GVA per job and per hour) were both 17% below the England average, equating to an £11.1k lesser GVA per job and £350 lesser GVA per hour than the national average. If Suffolk was operating at the same productivity rate as the England average, it would contribute an additional £3.2bn gross value per annum.

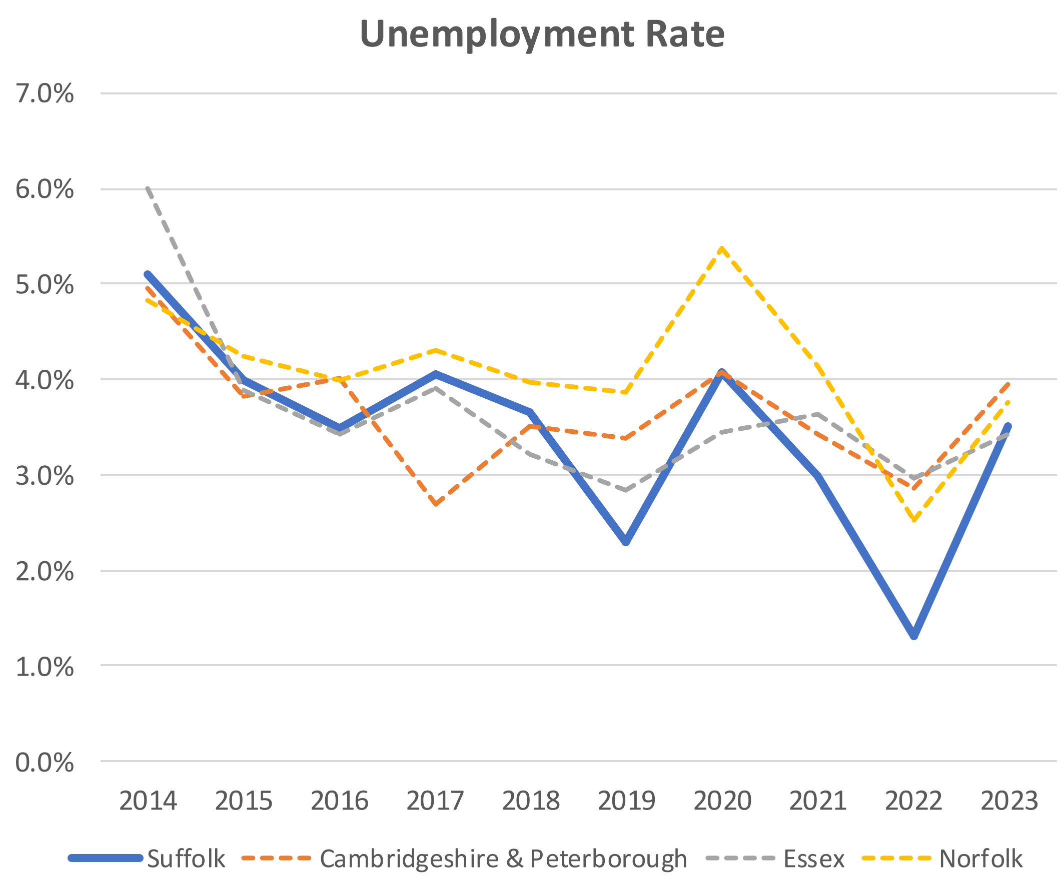
Unemployment Rate



- *Note: Calculated using % unemployed of economically active 16+ population*
- The unemployment rate in both Suffolk and England shows a general downward trend from 2014 to 2023.
- The unemployment rate in Suffolk decreased from 5.1% in 2014 to 1.3% in 2022, despite a sharp rise to 4% in 2023
- Suffolk's unemployment rate consistently remained below the national average (England) from 2014 to 2023
- Notable fluctuations were observed in Suffolk's unemployment rate around 2017 and 2020, indicating economic challenges or changes during these periods.
- The unemployment rate in England decreased steadily from 6.2% in 2014 to 3.7% in 2023.
- The national average (England) saw less volatility compared to Suffolk, indicating a more stable employment situation overall.
- Suffolk experienced a significant drop in the unemployment rate from 2021 to 2022, highlighting a period of rapid economic improvement.
- The increase in Suffolk's unemployment rate in 2023 suggests emerging economic challenges that need addressing in the upcoming economic strategy.

Source: Nomis, 2014-23

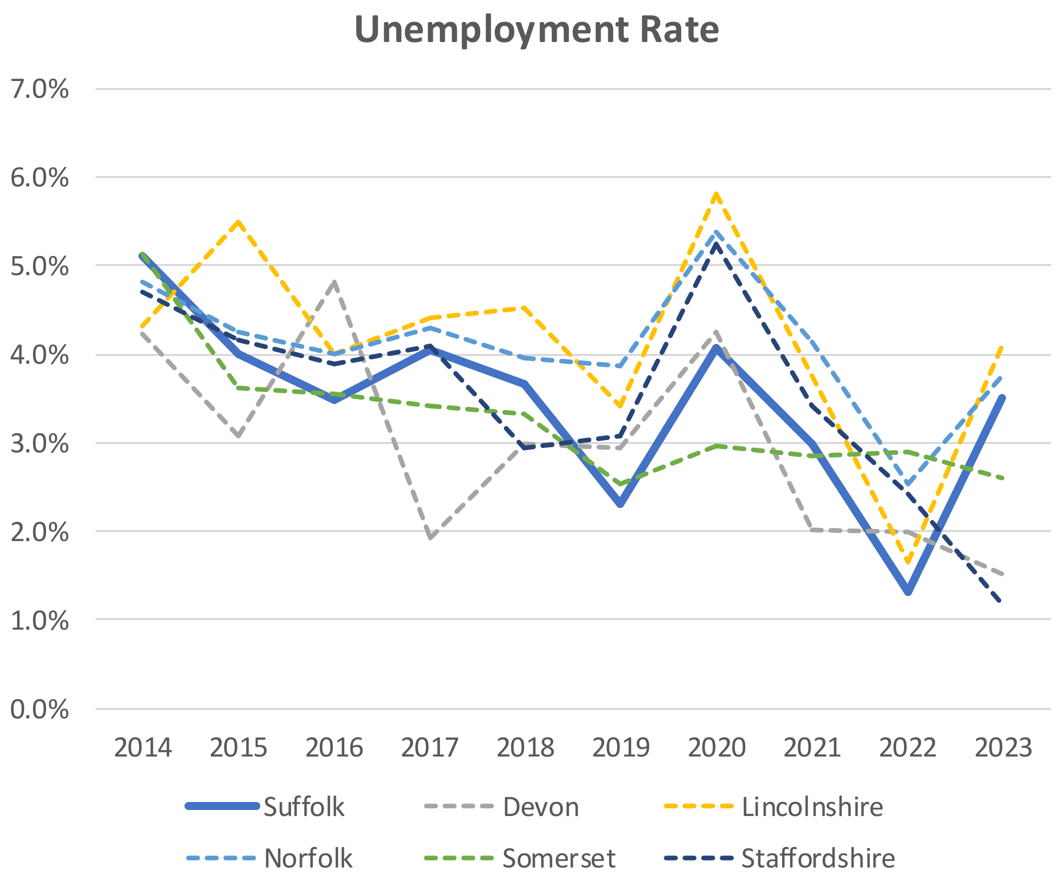
Unemployment Rate (Geographical Neighbours)



- Cambridgeshire & Peterborough: The unemployment rate showed a steady decline from 2014 to 2017, with fluctuations thereafter, stabilizing around 3-4% in recent years.
- Essex saw a significant decrease in unemployment from 2014 to 2016, with fluctuations around 3-4% in the following years, showing a spike in 2020.
- Norfolk experienced a more volatile unemployment trend, peaking in 2020 and 2021 before declining in 2022 and then rising again in 2023.
- From 2014 to 2016, all regions experienced a steady decline in unemployment rates, indicating a period of economic growth.
- From 2017 to 2019, variability was observed across all regions, with Suffolk and Norfolk showing more pronounced fluctuations.
- In 2020, there was a noticeable spike in unemployment rates across all regions, likely due to the COVID-19 pandemic.
- From 2021 to 2022, a recovery phase was observed with declining unemployment rates.
- In 2023, an increase in unemployment rates was seen in all regions, suggesting emerging economic challenges.

Source: Nomis, 2014-23

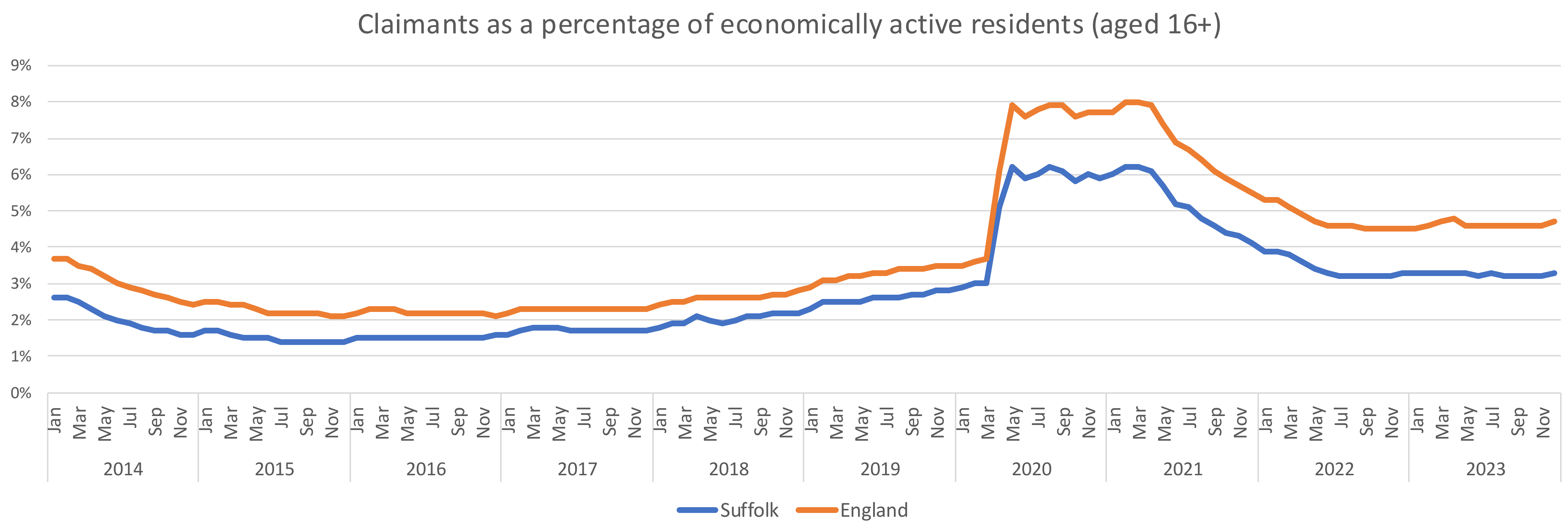
Unemployment Rate (Statistical Neighbours)



- Devon experienced fluctuations but generally maintained low unemployment rates, ranging from 1.5% to 4.8%.
- Lincolnshire saw a downward trend from 2014 to 2023, with a peak in 2020 and 2021.
- Norfolk showed similar trends to Suffolk, with a decrease from 4.8% in 2014 to 2.5% in 2022, then a slight increase to 3.8% in 2023.
- Somerset generally maintained low to moderate unemployment rates, with fluctuations around 2.5% to 5.1%.
- Staffordshire saw a decline in unemployment rates from 2014 to 2023, with fluctuations similar to other regions.
- Most regions experienced a decline in unemployment rates from 2014 to 2016, indicating economic growth.
- Variability across regions, with fluctuations suggesting economic challenges or changes, was observed from 2017 to 2019.
- A notable spike in unemployment rates across several regions in 2020, likely due to the COVID-19 pandemic, was observed.
- A recovery phase with declining unemployment rates in many regions was observed from 2021 to 2022.
- An increase in unemployment rates observed in some regions in 2023, indicating emerging economic challenges, was noted.

Source: Nomis, 2014-23

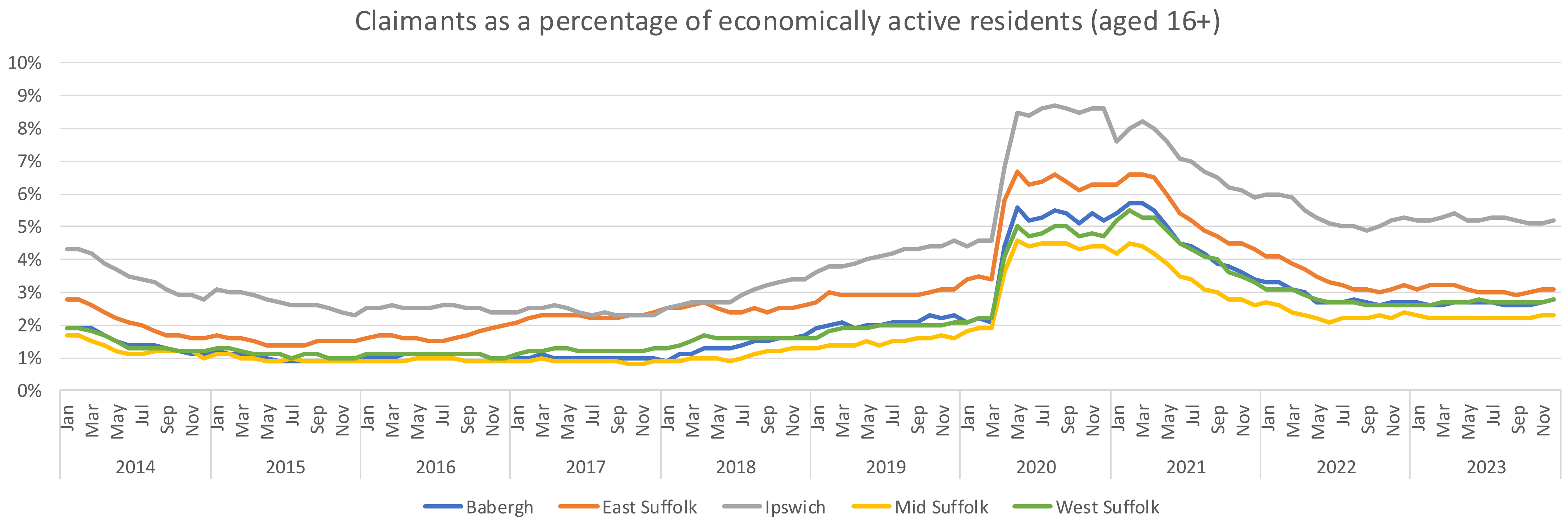
Proxy Unemployment Rate



- Unemployment data at county and district level is updated on a rolling annual basis, which means that the 'official' data will not provide a timely indication of current unemployment. Therefore, we have used the ONS Claimant Count as a 'proxy' unemployment indicator.
- **As a result of the pandemic, the proxy unemployment rate jumped to around 6**%, and stayed at this level until mid-2021.
- As the economy recovered from the pandemic, the proxy unemployment rate fell sharply over the next 12 months, falling to 3.2% by mid-2022.
- The proxy unemployment rate as averaged around 3.2% in the last 18 months , above the average of 2.6% in 18 months prior to the pandemic, suggesting a lasting impact and a tighter labour market.

Source: Nomis, 2014-23

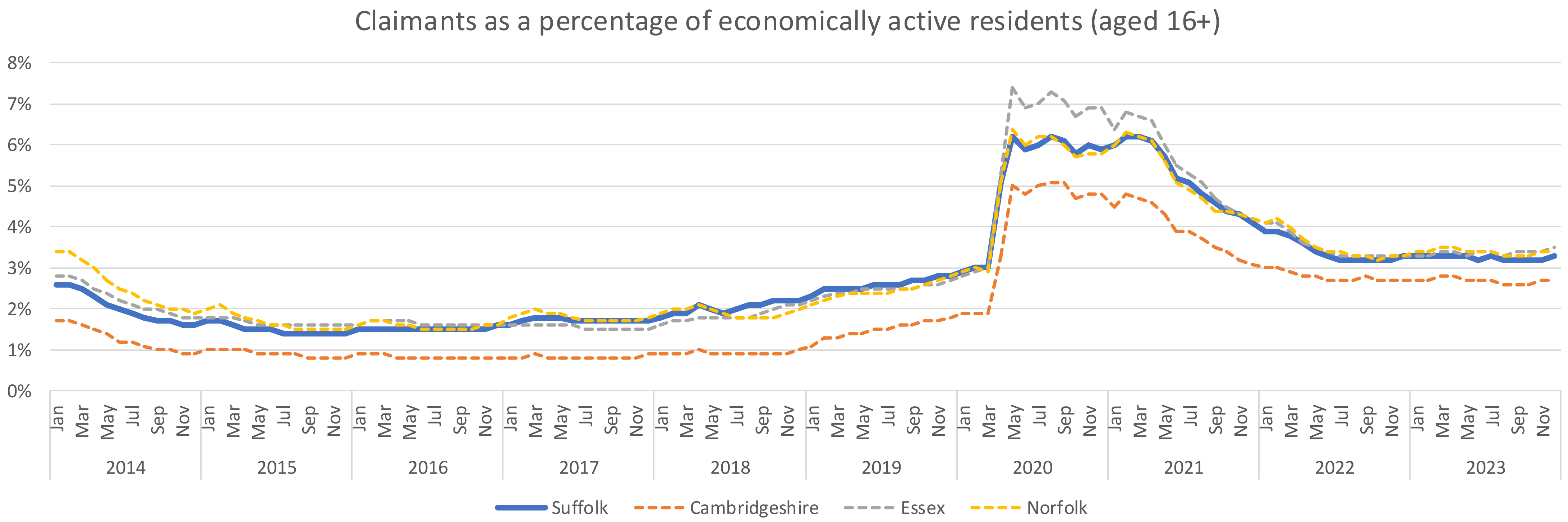
Proxy Unemployment Rate (Districts)



- Out of the five local authority districts in Suffolk, the proxy unemployment rate in Ipswich has consistently been the highest over the past 10 years, with the proxy unemployment rate currently at 5.2%.
- Babergh, Mid Suffolk, and West Suffolk have all had relatively similar and low-level proxy unemployment rates over the past 10 years, with **Mid Suffolk** in particular **often tracking below the others**.
- **The impact of the COVID-19 pandemic was felt across the county**, with all five districts experiencing spikes in the proxy unemployment rate mid-2020.
- Pre-pandemic, the proxy unemployment in East Suffolk fluctuated between Ipswich and the rest of the county, however post-pandemic, the rate in East Suffolk has been far lower than that in Ipswich, suggesting a **more lasting impact on unemployment in Ipswich than the rest of the county**.

Source: Nomis, 2014-23

Proxy Unemployment Rate (Geographical Neighbours)



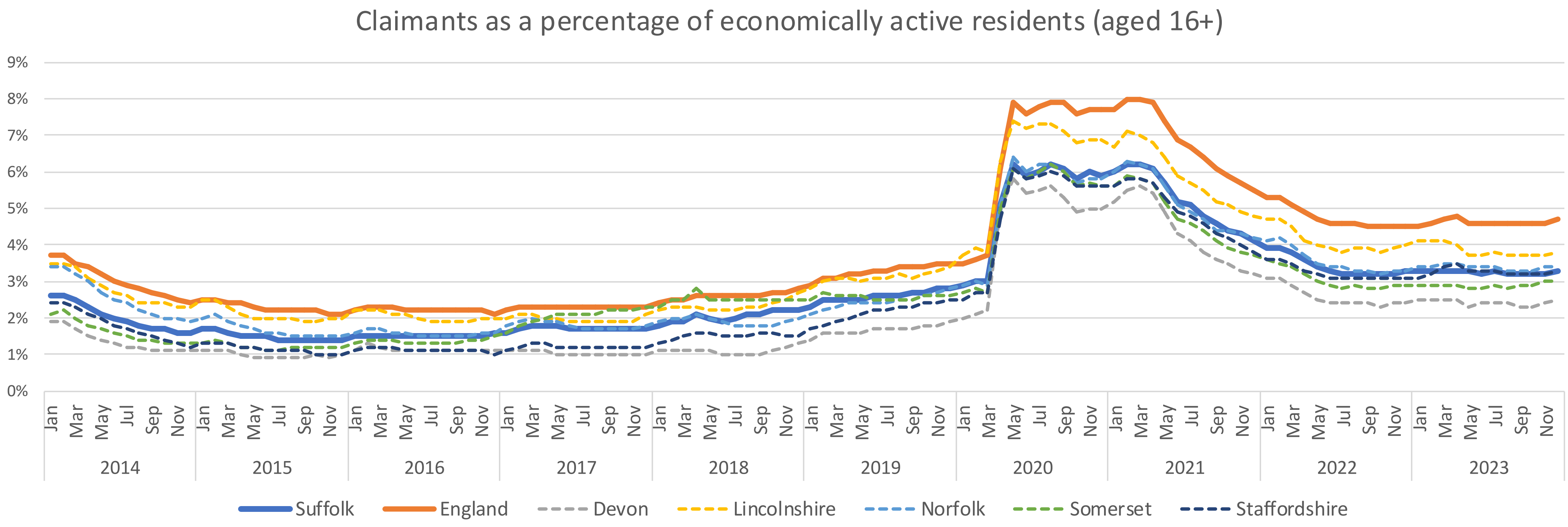
- Over the past decade, the **proxy unemployment rate in Suffolk has consistently matched** the rate in two of its neighbouring counties, **Norfolk** and **Essex**.
- Relative to Suffolk, Essex suffered a more significant impact on the proxy unemployment as a result of the COVID-19 pandemic, however the rate has since recovered to be in-line with that in Suffolk.
- On the other hand, the **proxy unemployment in Cambridgeshire has consistently tracked below the rate in Suffolk**, over the past 10 years.
- However, it should be noted the gap in **the proxy unemployment rate between Suffolk and Cambridgeshire has narrowed after the pandemic**, with a 1.1% gap before the pandemic in March 2020, compared to a 0.6% gap by the end of 2023.

Proxy Unemployment Rate										
Region	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**	**2023**
Suffolk	2.0%	1.5%	1.5%	1.7%	2.0%	2.6%	5.2%	5.2%	3.4%	3.3%
Cambridgeshire & Peterborough	1.3%	0.9%	0.8%	0.8%	0.9%	1.5%	4.0%	4.0%	2.8%	2.7%
Essex	2.3%	1.7%	1.6%	1.6%	1.8%	2.5%	5.9%	5.5%	3.5%	3.4%
Norfolk	2.6%	1.7%	1.6%	1.8%	1.9%	2.4%	5.2%	5.2%	3.6%	3.4%

Proxy Unemployment Rate										
Region	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**	**2023**
Babergh	1.5%	1.0%	1.1%	1.0%	1.4%	2.1%	4.5%	4.6%	2.9%	2.7%
East Suffolk	2.1%	1.5%	1.7%	2.3%	2.5%	2.9%	5.6%	5.5%	3.4%	3.1%
Ipswich	3.5%	2.7%	2.5%	2.4%	2.9%	4.1%	7.4%	7.1%	5.4%	5.2%
Mid Suffolk	1.3%	1.0%	0.9%	0.9%	1.1%	1.5%	3.7%	3.5%	2.3%	2.2%
West Suffolk	1.5%	1.1%	1.1%	1.2%	1.6%	1.9%	4.1%	4.5%	2.8%	2.7%

Source: Nomis, 2014-23

Proxy Unemployment Rate (Statistical Neighbours)



- The **proxy unemployment rate in Suffolk has consistently tracked below the England average** over the past 10 years – the proxy unemployment rate is currently 3.3% in Suffolk, compared with 4.7% across England.
- As is evident from the above, there was **a significant nationwide impact on the unemployment rate as a result of the COVID-19 pandemic** in early 2020.
- However, **the pandemic had a less significant lasting impact** on the proxy unemployment **in Suffolk and its statistical neighbours** relative to other areas in England, as shown by the widened gap between them and England.
- In relation to Suffolk's statistical neighbours, the proxy unemployment rate in Suffolk has also consistently tacked below that in Lincolnshire.
- However, the proxy unemployment in Suffolk has consistently tracked above that in Devon.

Proxy Unemployment Rate										
Region	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**	**2023**
Suffolk	2.0%	1.5%	1.5%	1.7%	2.0%	2.6%	5.2%	5.2%	3.4%	3.3%
England	3.0%	2.3%	2.2%	2.3%	2.6%	3.3%	6.6%	6.9%	4.8%	4.6%
Devon	1.4%	1.0%	1.1%	1.0%	1.1%	1.7%	4.5%	4.4%	2.6%	2.4%
Lincolnshire	2.8%	2.1%	2.0%	2.0%	2.3%	3.1%	6.2%	5.9%	4.1%	3.8%
Norfolk	2.6%	1.7%	1.6%	1.8%	1.9%	2.4%	5.2%	5.2%	3.6%	3.4%
Somerset	1.6%	1.2%	1.4%	2.1%	2.5%	2.6%	5.0%	4.8%	3.1%	2.9%
Staffordshire	1.8%	1.1%	1.1%	1.2%	1.5%	2.2%	4.9%	4.9%	3.2%	3.3%

Source: Nomis, 2023

*numbers are for those aged 16 and over
**% are for those aged 16-64

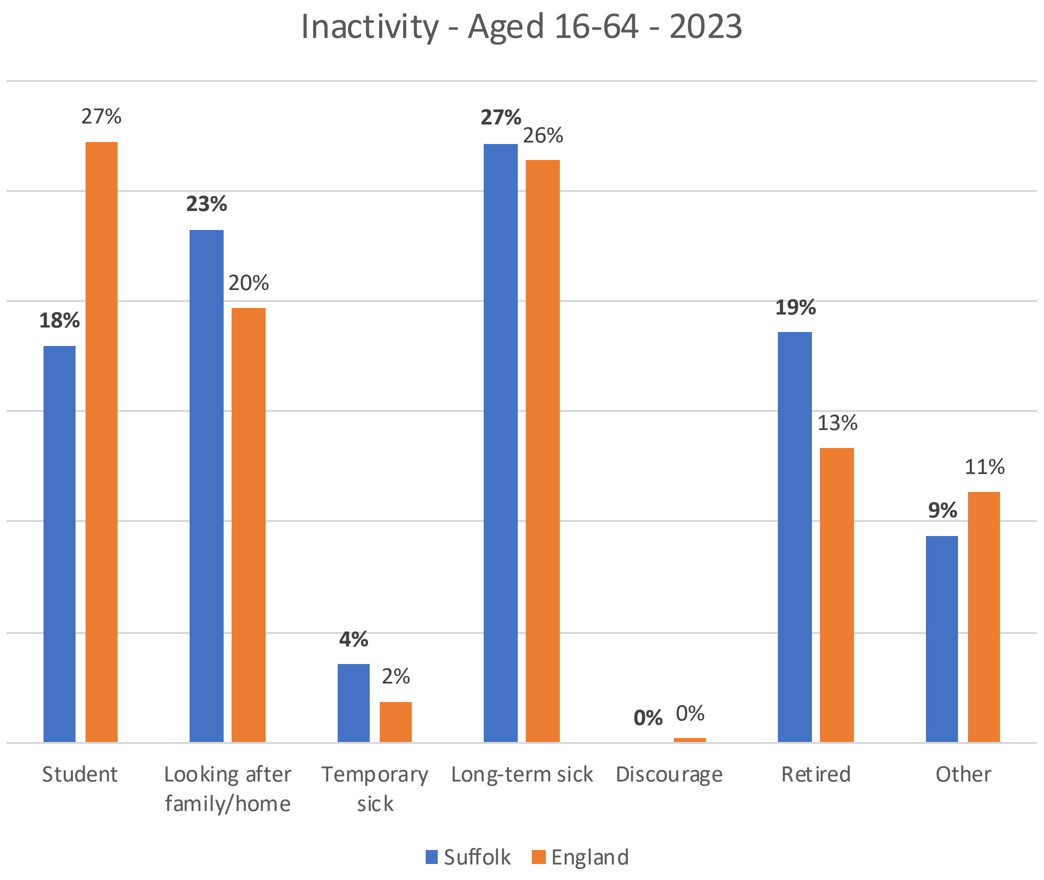
Labour Supply

	Suffolk (#)	Suffolk (%)	England (%)	Devon (%)	Lincolnshire (%)	Norfolk (%)	Somerset (%)	Staffordshire (%)
Economically active	**354,300**	**80%**	79%	81%	77%	79%	81%	84%
In employment	**335,900**	**77%**	76%	79%	74%	76%	79%	83%
Employees	**276,600**	**66%**	66%	66%	65%	66%	67%	73%
Self-employed	**58,600**	**11%**	10%	13%	9%	10%	12%	9%
Unemployed	**18,400**	**3%**	3%	1%	3%	3%	2%	1%

- Suffolk's **economic activity rate** is 80%, slightly above the national average (79%) but lower than Staffordshire (84%) and Somerset (81%).
- The **employment rate** in Suffolk is 77%, consistent with the national average (76%) and close to Devon and Somerset (79%), but below Staffordshire (83%).
- **Employees** represent 66% of Suffolk's workforce, matching the national average and most comparators, but below Staffordshire (73%).
- Suffolk's **self-employment rate** is 11%, higher than the national average (10%) but lower than Devon (13%) and Somerset (12%).
- **Unemployment** in Suffolk is 3%, on par with the national average and most comparator counties, but higher than the low rates in Devon and Staffordshire (both 1%).
- These figures demonstrate Suffolk's stable workforce engagement and employment levels, with potential for growth in participation and employee representation compared to leading counties like Staffordshire.

Source: Nomis, 2023

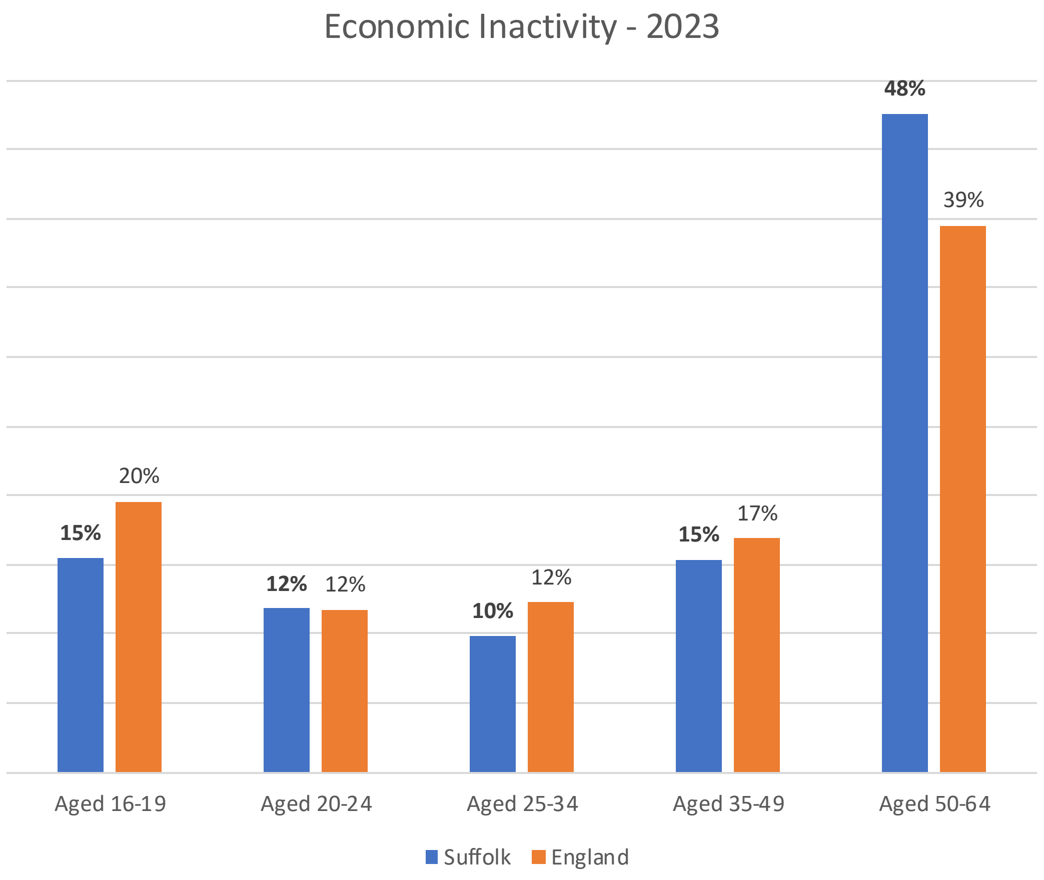
Economic Inactivity



- **Students:** Suffolk has a lower proportion of students (18%) compared to England (27%).
- **Looking After Family/Home:** This is higher in Suffolk (23%) than the national average (20%).
- **Temporary Sickness:** Suffolk has a slightly higher rate (4%) than England (2%).
- **Long-Term Sickness:** Both Suffolk (27%) and England (26%) have similar figures, with Suffolk being slightly higher.
- **Discouraged Workers:** Data for discouraged workers in Suffolk is missing, while England reports none (0%).
- **Retired Individuals:** A higher proportion of Suffolk's population is retired (19%) compared to England (13%).
- **Other Reasons:** Suffolk (9%) has a slightly lower percentage under "Other" compared to England (11%).
- **Summary:** Suffolk shows higher proportions of inactivity due to family responsibilities, retirement, and sickness, while England has a significantly higher share of students.

Source: Nomis, 2023

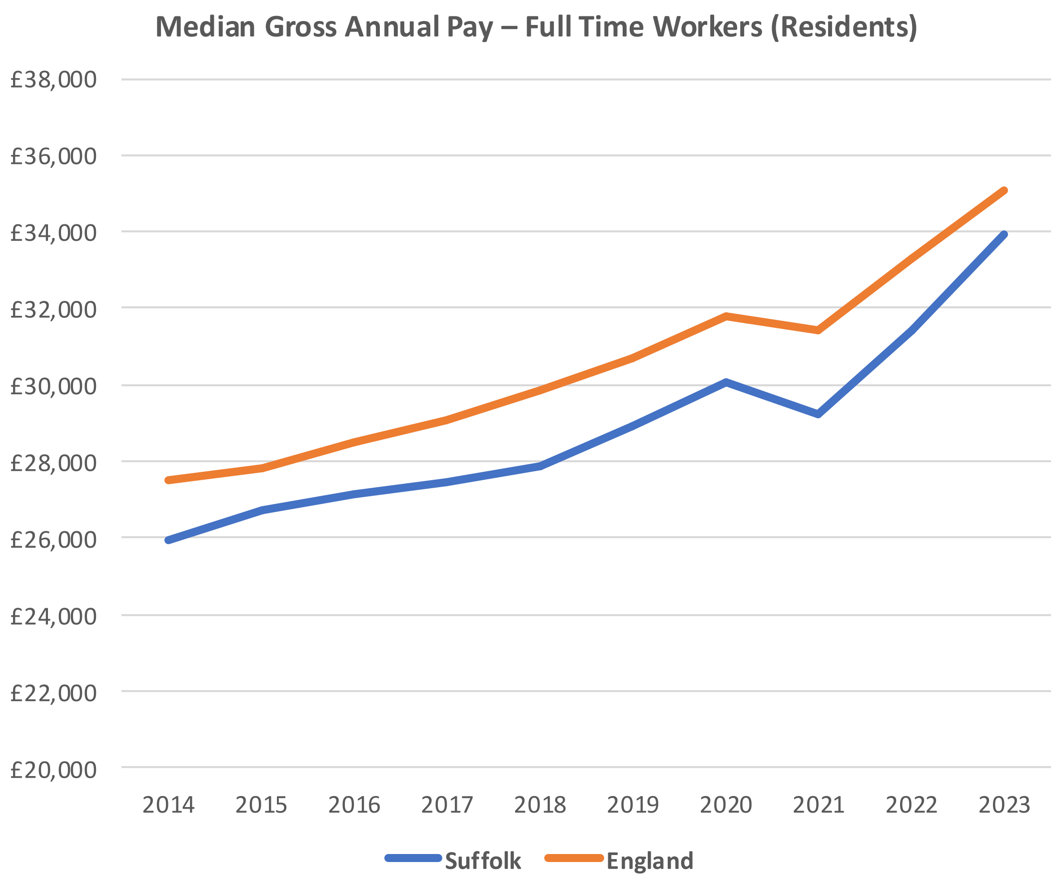
Economic Inactivity



- **Aged 16-19:** Suffolk has a lower proportion of economically inactive individuals in this age group (15%) compared to England (20%).
- **Aged 20-24:** Both Suffolk and England have the same proportion (12%).
- **Aged 25-34:** Suffolk has a slightly lower proportion (10%) compared to England (12%).
- **Aged 35-49:** Suffolk's proportion (15%) is lower than England's (17%).
- **Aged 50-64:** Suffolk has a significantly higher proportion (48%) compared to England (39%).
- **Summary:** Suffolk's economically inactive population is more concentrated in the older age group (50-64), while England has a higher share of younger economically inactive individuals (16-19 and 25-34).

Source: Nomis, 2014-23

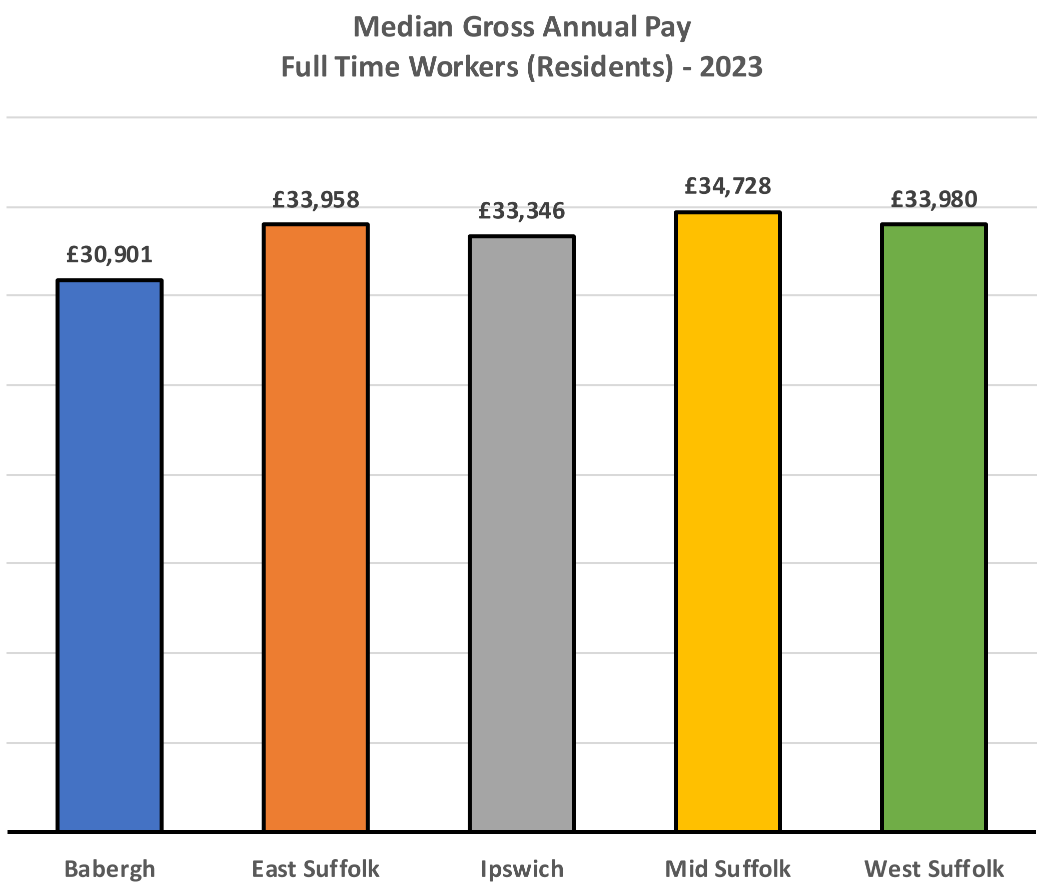
Resident Earnings



- ***Please note that the y-axis begins at £20,000, not £0, in order to aid the viewing of small changes to the median gross annual pay of full-time workers.***
- Both Suffolk and England experienced steady growth in average salaries over the years, indicating overall economic prosperity and inflation.
- The median gross annual pay of full-time workers residing in Suffolk has consistently tracked below the England average over the past 10 years – the median wage in Suffolk is currently £33.9k, compared with £35.1k across England.
- Despite a drop in earnings in 2021 from £30.1k to £29.0k as a result of the COVID-19 pandemic, earnings have steadily risen over the past 10 years, both locally and across England – increasing by 30.9% in Suffolk and 27.6% across England.
- As the economy has recovered from the impact of the pandemic, the gap between Suffolk and England has narrowed, falling from a gap of £2.2k in 2021 to £1.2k in 2023.

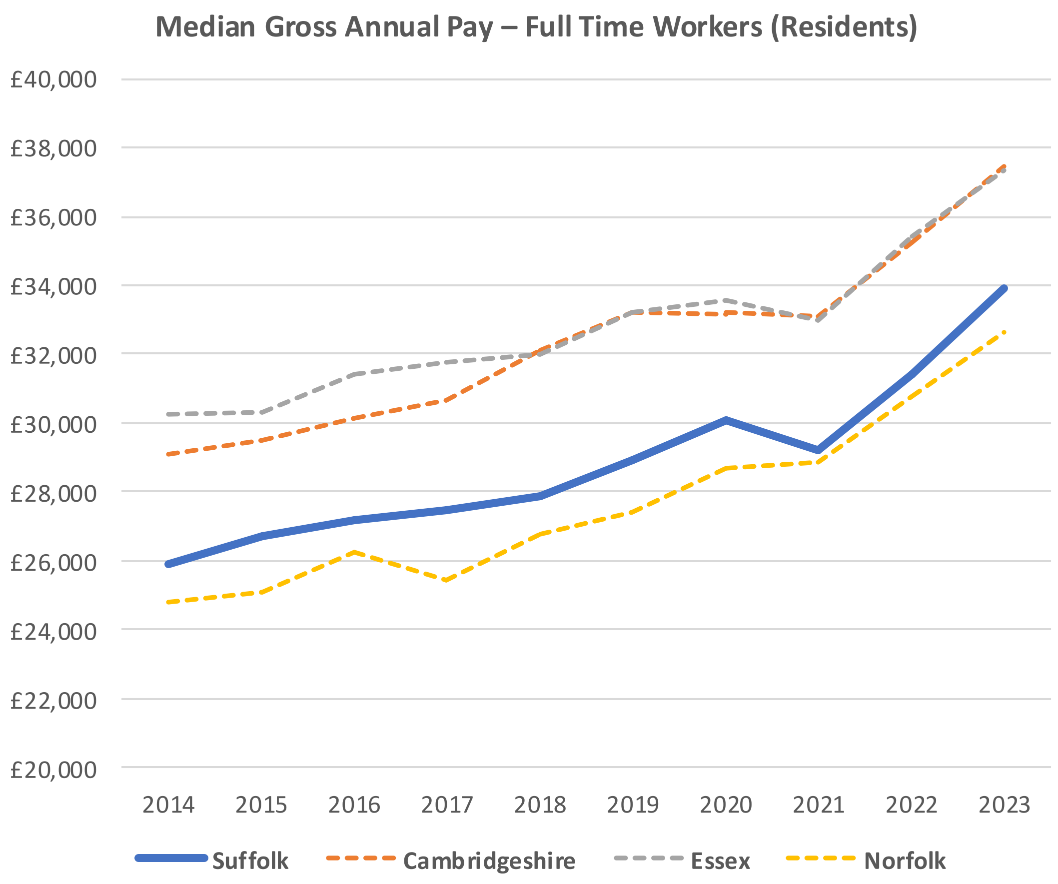
Source: Nomis, 2014-23

Resident Earnings - Districts



- **The Suffolk district with the highest earnings is Mid Suffolk** with a median gross annual pay of £34.7k for full-time workers in 2023.
- East Suffolk & West Suffolk have comparable earnings, with a median gross annual pay of £33.9k for full-time workers in 2023.
- **Ipswich has below average earnings for Suffolk**, with a median gross annual pay of £33.3k for full-time workers in 2023 (Suffolk median gross annual pay for full-time workers = £33.9k).
- However, **Babergh has considerably lower earnings than the other districts in Suffolk**, with a median gross annual pay of £30.9k for full-time workers in 2023.

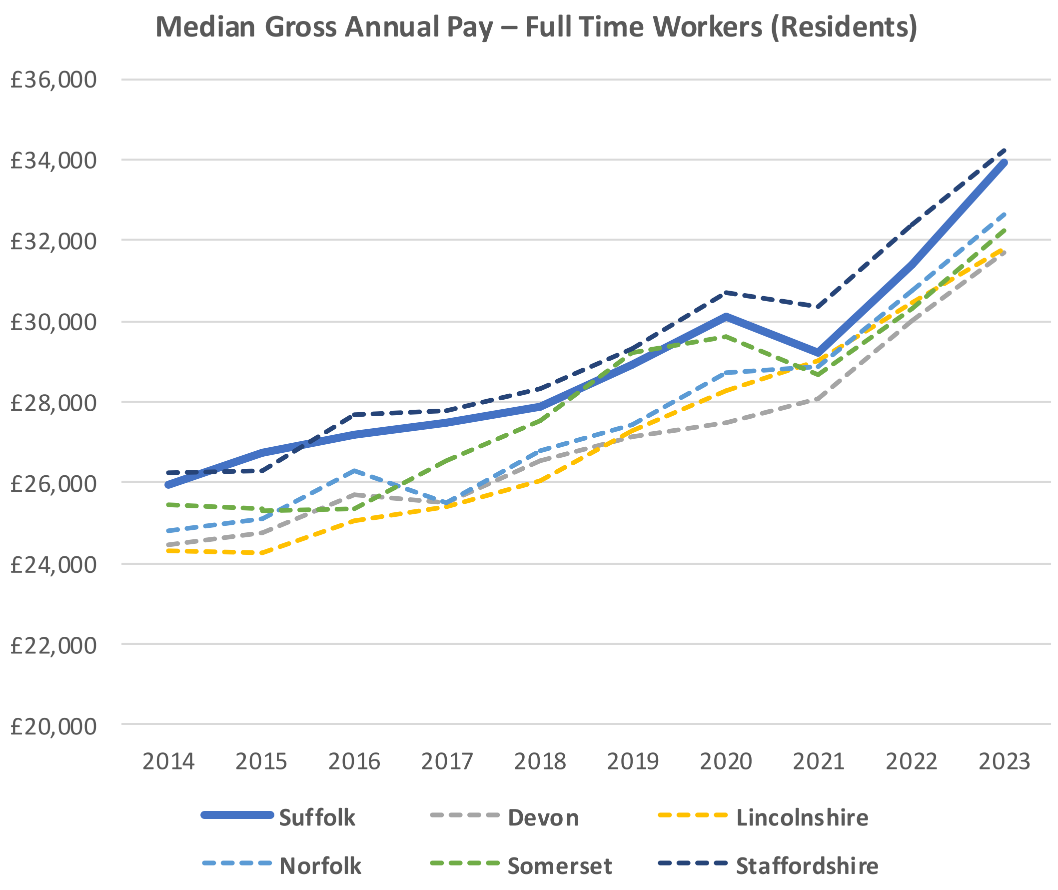
Resident Earnings – Geographical Neighbours



- ***Please note that y-axis begins at £20,000, not £0, in order to aid the viewing of small changes to the median gross annual pay of full-time workers.***
- Over the last decade, the median gross annual pay of full-time workers in **Suffolk has tracked noticeably below the earnings** in two of its neighbouring counties, **Cambridgeshire** and **Essex**.
- However, the median gross annual pay of full-time workers in **Suffolk has also consistently tracked slightly above the earnings in Norfolk**, over the last 10 years.

Source: Nomis, 2014-23

Resident Earnings – Statistical Neighbours

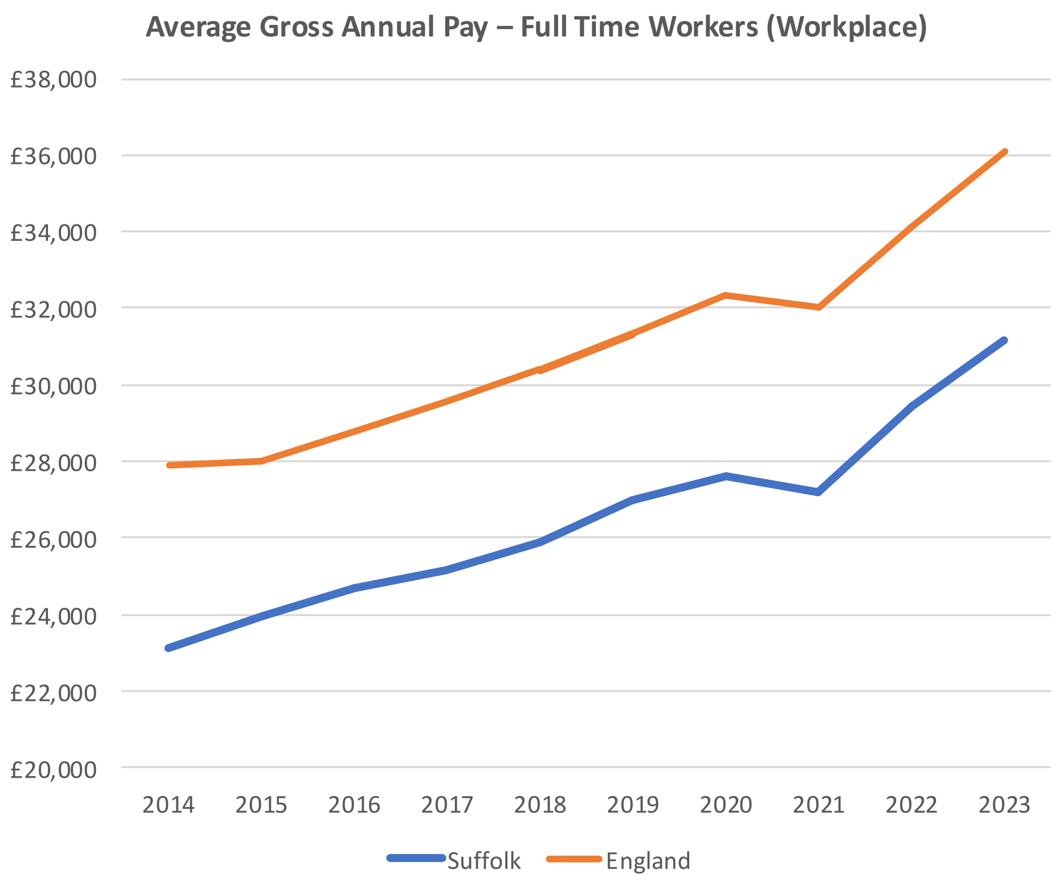


- ***Please note that y-axis begins at £20,000, not £0, in order to aid the viewing of small changes to the median gross annual pay of full-time workers.***
- Over the last 10 years, the median gross annual pay of full-time workers in Suffolk has been relatively similar to Staffordshire.
- However, the initial impact of the pandemic on earnings in Suffolk was more significant – the median gross annual pay of full-time workers fell by 2.9% in Suffolk, but only 1.2% in Staffordshire.
- Despite this, earnings in Suffolk have since recovered to match those in Staffordshire in 2023, suggesting no lasting impact from the pandemic.
- However, the median gross annual pay of full-time workers in Suffolk has consistently been higher than the other statistical comparators – Devon, Lincolnshire, Norfolk & Staffordshire.

Median Gross Annual Pay – Full-Time Workers (Residents)										
	2014	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**	**2023**
Suffolk	£25,923	£26,742	£27,169	£27,483	£27,884	£28,924	£30,089	£29,222	£31,413	£33,926
England	£27,500	£27,838	£28,500	£29,085	£29,849	£30,692	£31,780	£31,445	£33,279	£35,100
Devon	£24,430	£24,739	£25,692	£25,508	£26,533	£27,134	£27,500	£28,050	£30,001	£31,706
Lincolnshire	£24,284	£24,231	£25,031	£25,378	£26,044	£27,279	£28,265	£29,037	£30,444	£31,800
Norfolk	£24,787	£25,116	£26,274	£25,477	£26,791	£27,446	£28,695	£28,868	£30,768	£32,634
Somerset	£25,438	£25,333	£25,343	£26,555	£27,550	£29,188	£29,598	£28,672	£30,284	£32,235
Staffordshire	£26,230	£26,263	£27,666	£27,793	£28,328	£29,295	£30,703	£30,342	£32,368	£34,204

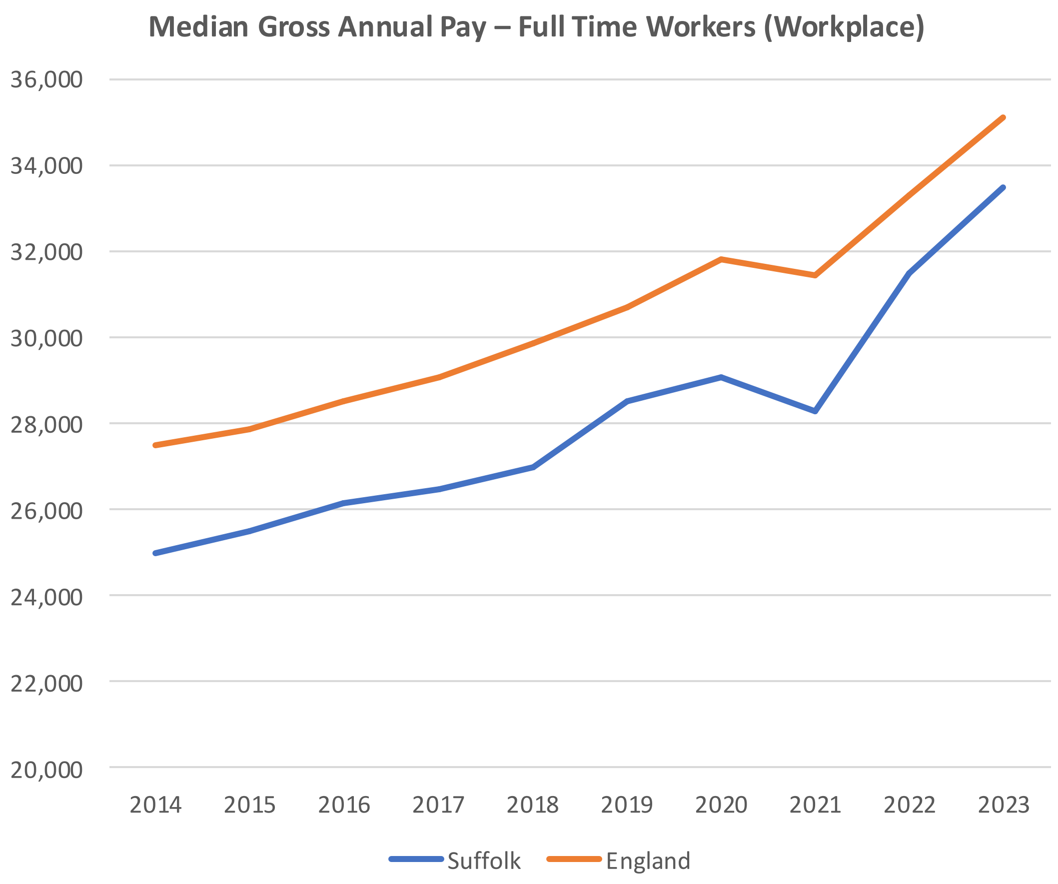
Median Gross Annual Pay – Full-Time Workers (Residents)										
	2014	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**	**2023**
Suffolk	£25,923	£26,742	£27,169	£27,483	£27,884	£28,924	£30,089	£29,222	£31,413	£33,926
Cambridgeshire & Peterborough	£29,106	£29,510	£30,125	£30,693	£32,132	£33,203	£33,198	£33,106	£35,264	£37,423
Essex	£30,272	£30,333	£31,392	£31,790	£32,027	£33,203	£33,558	£32,985	£35,436	£37,333
Norfolk	£24,787	£25,116	£26,274	£25,477	£26,791	£27,446	£28,695	£28,868	£30,768	£32,634

Average Workplace Earnings



- ***Please note that the y-axis begins at £20,000, not £0, in order to aid the viewing of small changes to the median gross annual pay of full-time workers.***
- Both Suffolk and England have experienced steady growth in workplace earnings over the past decade, reflecting economic growth and inflation.
- The median gross annual pay for full-time workers employed in Suffolk has consistently been lower than the England average over the last 10 years. In 2023, the median workplace earnings in Suffolk were £31.2k, compared to £36.1k across England.
- Earnings in Suffolk have shown a steady increase over the decade, with workplace pay rising from £23.1k in 2014 to £31.2k in 2023—an increase of 34.9%, compared to a 29.3% increase in England (from £27.9k to £36.1k).
- Although Suffolk experienced a drop in earnings in 2021 due to the impact of the COVID-19 pandemic (falling from £27.6k in 2020 to £27.2k), workplace earnings have rebounded since, showing significant growth in recent years.
- The gap between Suffolk and England's workplace earnings has remained broadly consistent over time. In 2014, the difference was £4.8k, and in 2023, it stands at £4.9k, indicating that Suffolk's workplace earnings are growing at a similar pace to the national average but remain behind.

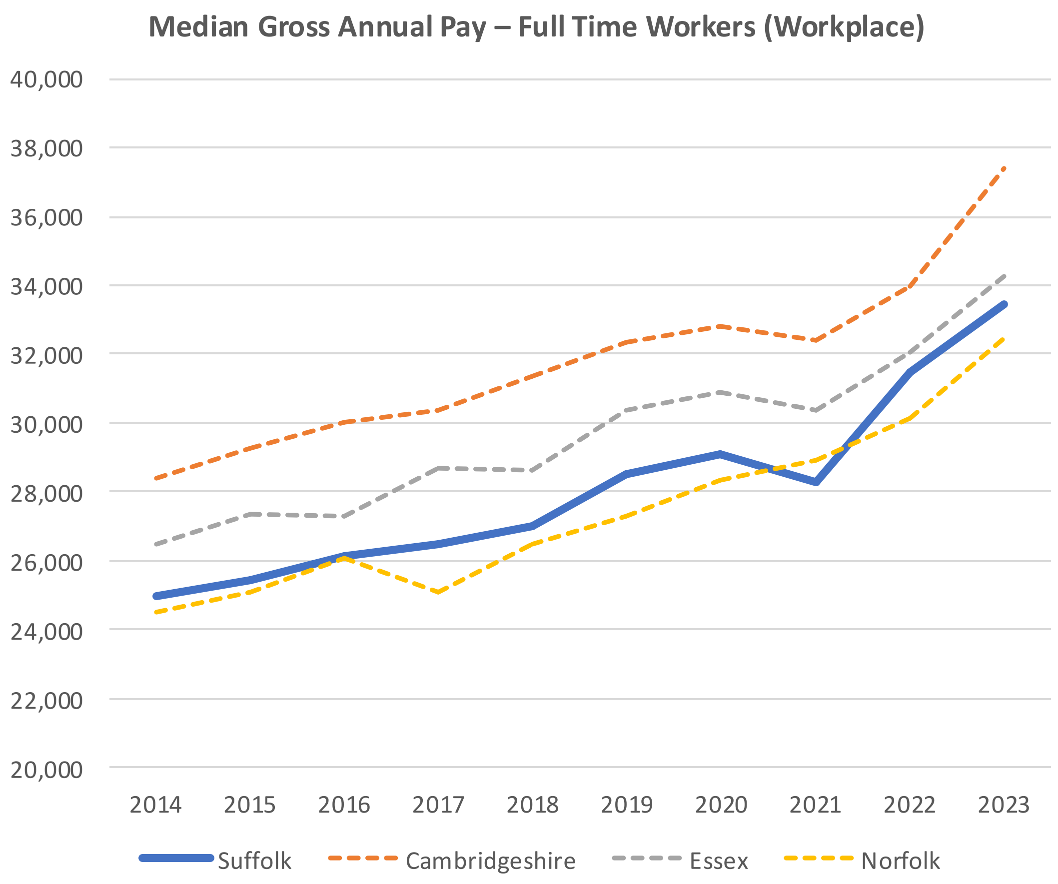
Median Workplace Earnings



- ***Please note that y-axis begins at £20,000, not £0, in order to aid the viewing of small changes to the median gross annual pay of full-time workers.***
- Both Suffolk and England experienced steady growth in average salaries over the years, indicating overall economic prosperity and inflation.
- The median gross annual pay of full-time workers residing in Suffolk has consistently tracked below the England average over the past 10 years – the median wage in Suffolk is currently £33.5k, compared with £35.1k across England.
- Despite a drop in earnings in 2021 from £29.1k to £28.3k as a result of the COVID-19 pandemic, earnings have steadily risen over the past 10 years, both locally and across England – increasing by 33.9% in Suffolk and 27.7% across England.
- As the economy has recovered from the impact of the pandemic, the gap between Suffolk and England has halved, falling from a gap of £3.2k in 2021 to £1.6k in 2023.

Source: Nomis, 2014-23

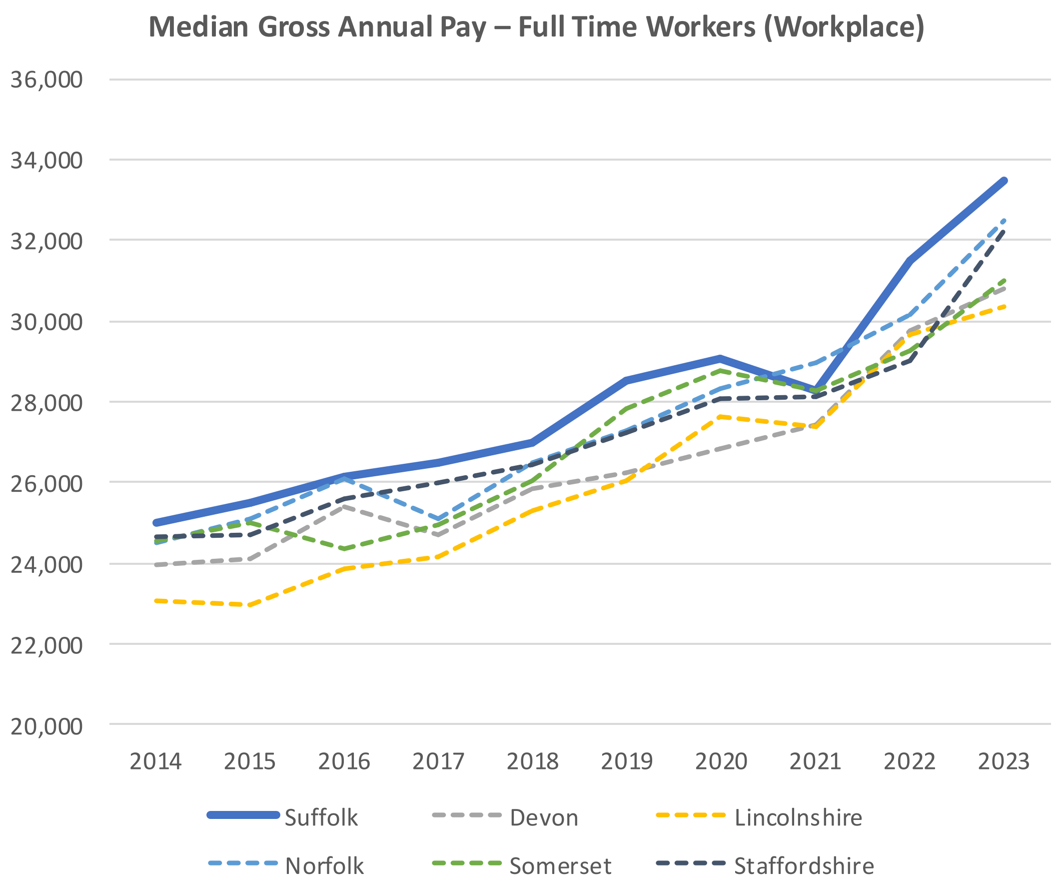
Median Workplace Earnings – Geographical Neighbours



- ***Please note that y-axis begins at £20,000, not £0, in order to aid the viewing of small changes to the median gross annual pay of full-time workers.***
- Over the last decade, the median gross annual pay of full-time workers in **Suffolk has tracked noticeably below the earnings** in two of its neighbouring counties, **Cambridgeshire** and **Essex**.
- However, the median gross annual pay of full-time workers in **Suffolk has also consistently tracked slightly above the earnings in Norfolk**, over the last 10 years.

Source: Nomis, 2014-23

Median Workplace Earnings – Statistical Neighbours

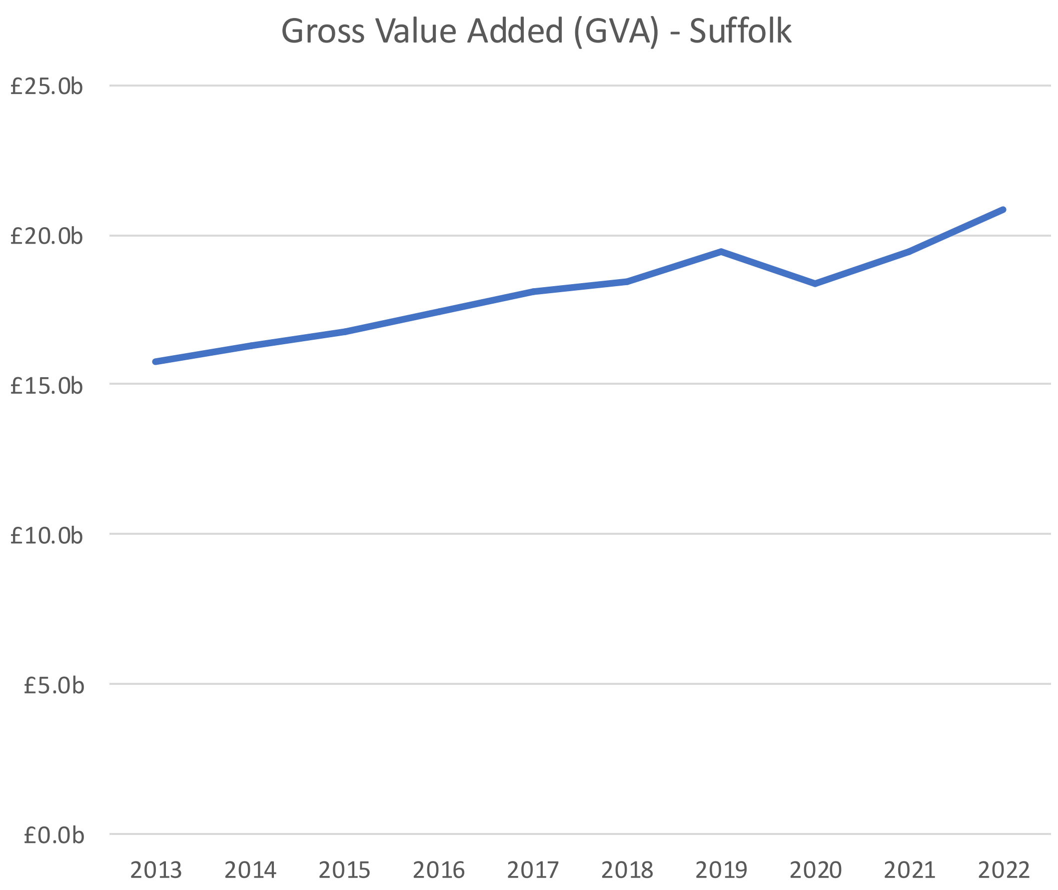


- ***Please note that y-axis begins at £20,000, not £0, in order to aid the viewing of small changes to the median gross annual pay of full-time workers.***
- Devon's median gross annual pay ranged from £23,945 in 2014 to £30,820 in 2023. Suffolk consistently had higher median earnings compared to Devon throughout the period.
- Lincolnshire's median gross annual pay ranged from £23,048 in 2014 to £30,374 in 2023. Suffolk consistently had higher median earnings compared to Lincolnshire throughout the period.
- Norfolk's median gross annual pay ranged from £24,496 in 2014 to £32,485 in 2023. Suffolk consistently had higher median earnings compared to Norfolk throughout the period.
- Somerset's median gross annual pay ranged from £24,541 in 2014 to £30,987 in 2023. Suffolk consistently had higher median earnings compared to Somerset throughout the period.
- Staffordshire's median gross annual pay ranged from £24,656 in 2014 to £32,223 in 2023. Suffolk's median earnings were relatively similar to Staffordshire's throughout the period, with fluctuations.
- Suffolk experienced a significant increase in median gross annual pay from 2021 to 2022 (£3,194), indicating a strong recovery from the pandemic's initial impact. Compared to other regions, Suffolk's recovery was notably robust, with consistent growth in median earnings observed throughout the period.

Source: ONS, 2013-22

Gross Value Added (GVA)

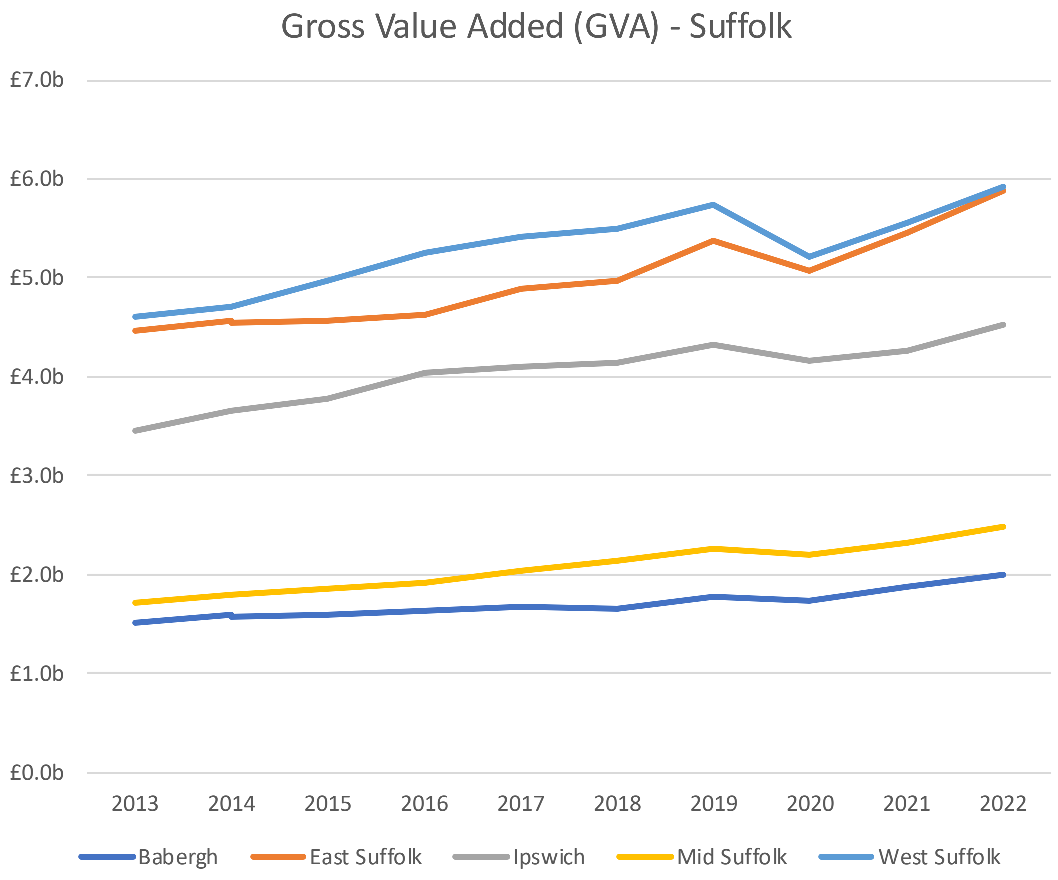
Gross value added (GVA) is a measure of the increase in the value of the economy due to the production of goods and services



- It is measured at current basic prices, which includes the effect of inflation.
- Over the last 10 years (2011-20), **the gross value added (GVA) by Suffolk to the UK economy has risen from £15.7bn to £20.8bn.**
- This includes a dip from £19.4bn to 18.3bn from 2019 to 2020, which was as as a result of the economic impact of the COVID-19 pandemic.

GVA (£b)										
Region	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**
Suffolk	15.7	16.3	16.8	17.5	18.1	18.4	19.4	18.3	19.5	20.8

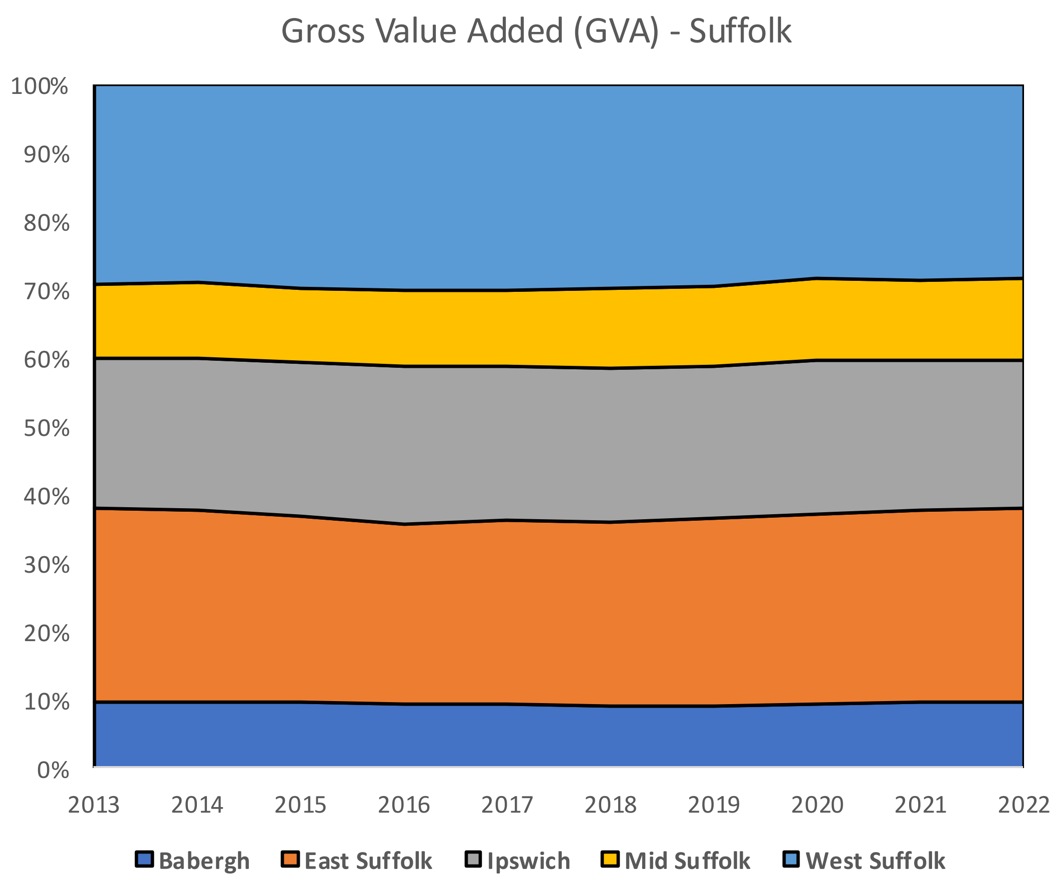
Gross Value Added (GVA) - Districts



- **The districts which contribute the most to the Suffolk economy** (with regard to gross value added) are **East Suffolk** & **West Suffolk**, both representing **28% each of Suffolk's GVA** in 2020.
- 23% of Suffolk's GVA in 2020 was contributed by Ipswich
- Mid Suffolk contributed 11% to Suffolk's GVA in 2020.
- 10% of Suffolk's GVA in 2020 was contributed by Babergh.

Source: ONS, 2011-20

Gross Value Added (GVA) - Districts



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- 23% of Suffolk's GVA in 2020 was contributed by Ipswich
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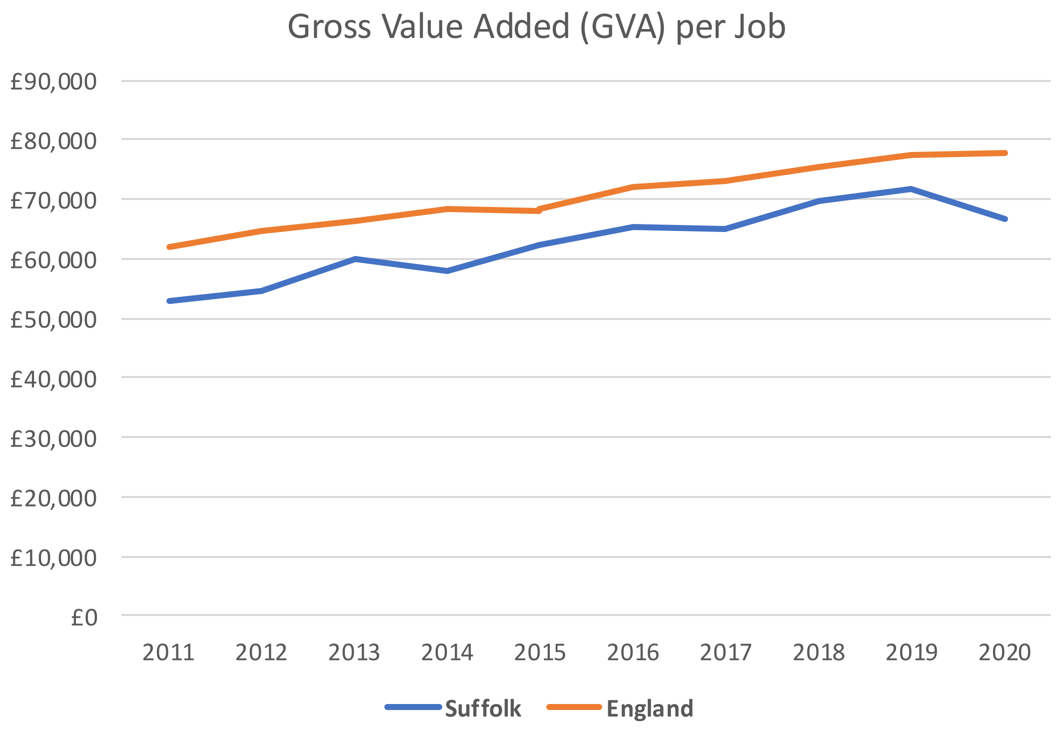
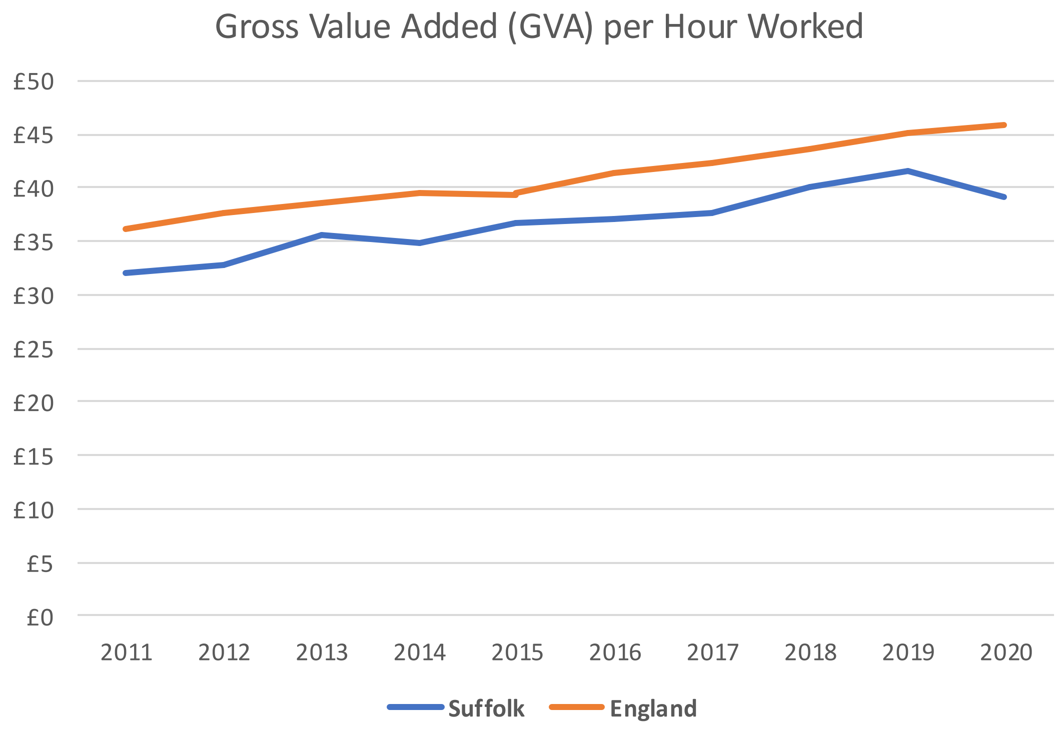
- 10% of Suffolk's GVA in 2020 was contributed by Babergh.

GVA										
Region	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**
Babergh	£1.5b	£1.6b	£1.6b	£1.6b	£1.7b	£1.7b	£1.8b	£1.7b	£1.9b	£2.0b
East Suffolk	£4.5b	£4.6b	£4.6b	£4.6b	£4.9b	£5.0b	£5.4b	£5.1b	£5.5b	£5.9b
Ipswich	£3.5b	£3.7b	£3.8b	£4.0b	£4.1b	£4.1b	£4.3b	£4.2b	£4.3b	£4.5b
Mid Suffolk	£1.7b	£1.8b	£1.8b	£1.9b	£2.0b	£2.1b	£2.3b	£2.2b	£2.3b	£2.5b
West Suffolk	£4.6b	£4.7b	£5.0b	£5.3b	£5.4b	£5.5b	£5.7b	£5.2b	£5.5b	£5.9b

Source: ONS, 2011-20

Productivity



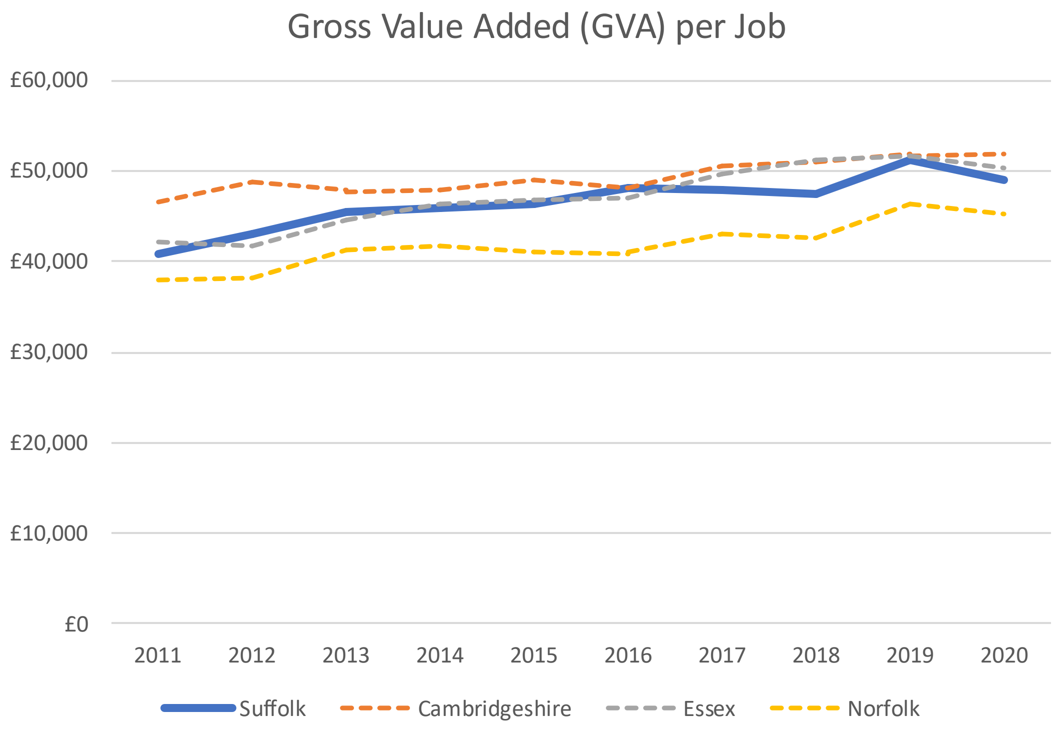


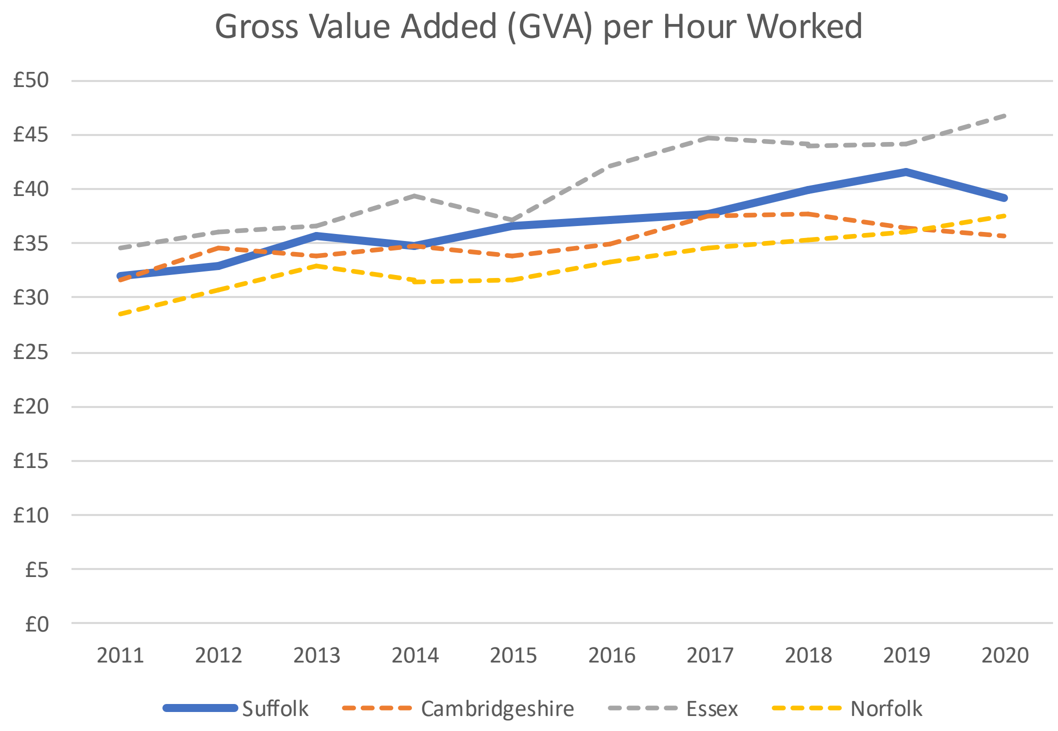
- This slide analyses two measures of economic productivity – the Gross Value Added (GVA) per Job, and the Gross Value Added (GVA) per Hour Worked.
- **Suffolk has seen a steady rise in both measures of productivity** over the last 10 years (2011-20) – **GVA per Job has increased from £53.1k to £66.8k**, and **the GVA per Hour Worked has increased from £31.98 to £39.15**.
- From 2011 to 2020, **Suffolk has consistently tracked below the England average for both measures** of productivity – in 2020, the GVA per job in Suffolk was £11.1k less than the England average, and the GVA per hour was £350 less.
- The productivity gap widened in 2020 - **productivity in Suffolk suffered as a result of the COVID-19 pandemic**, unlike the England average.

GVA per Job										
Region	**2011**	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**
Suffolk	£53,052	£54,471	£59,844	£58,051	£62,322	£65,488	£65,021	£69,623	£71,873	£66,782
England	£62,080	£64,745	£66,259	£68,315	£68,292	£71,941	£73,264	£75,326	£77,516	£77,941

GVA per Hour Worked										
Region	**2011**	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**
Suffolk	£31.98	£32.84	£35.63	£34.78	£36.65	£37.15	£37.66	£39.97	£41.51	£39.15
England	£36.07	£37.62	£38.50	£39.57	£39.44	£41.42	£42.31	£43.63	£45.04	£45.84

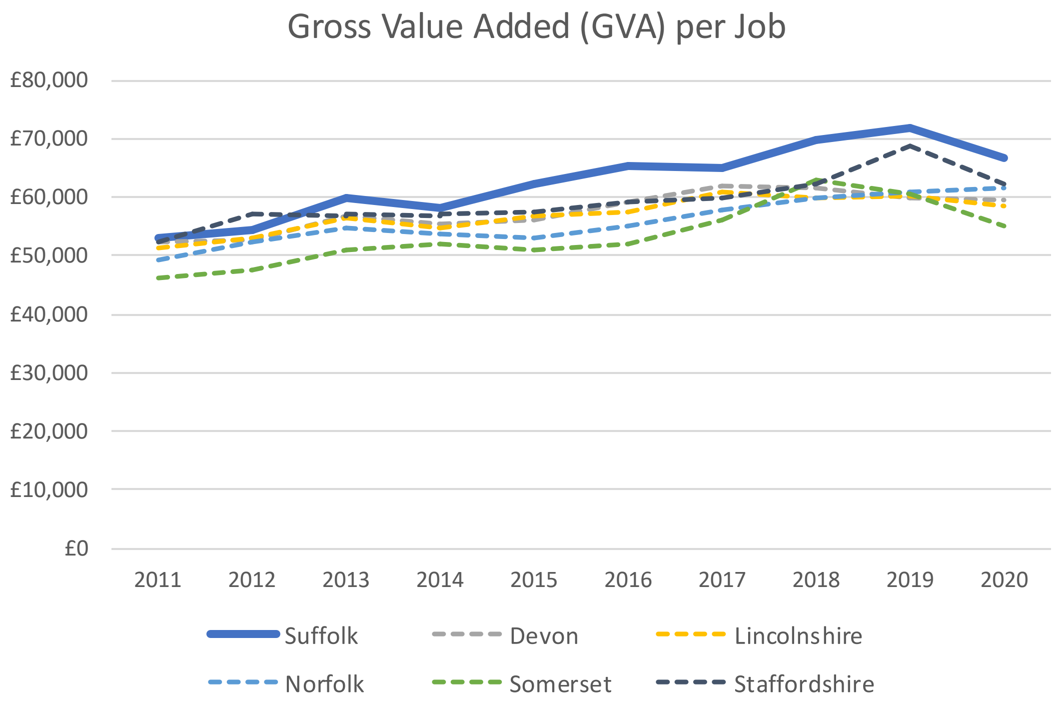
Productivity – Geographical Neighbours

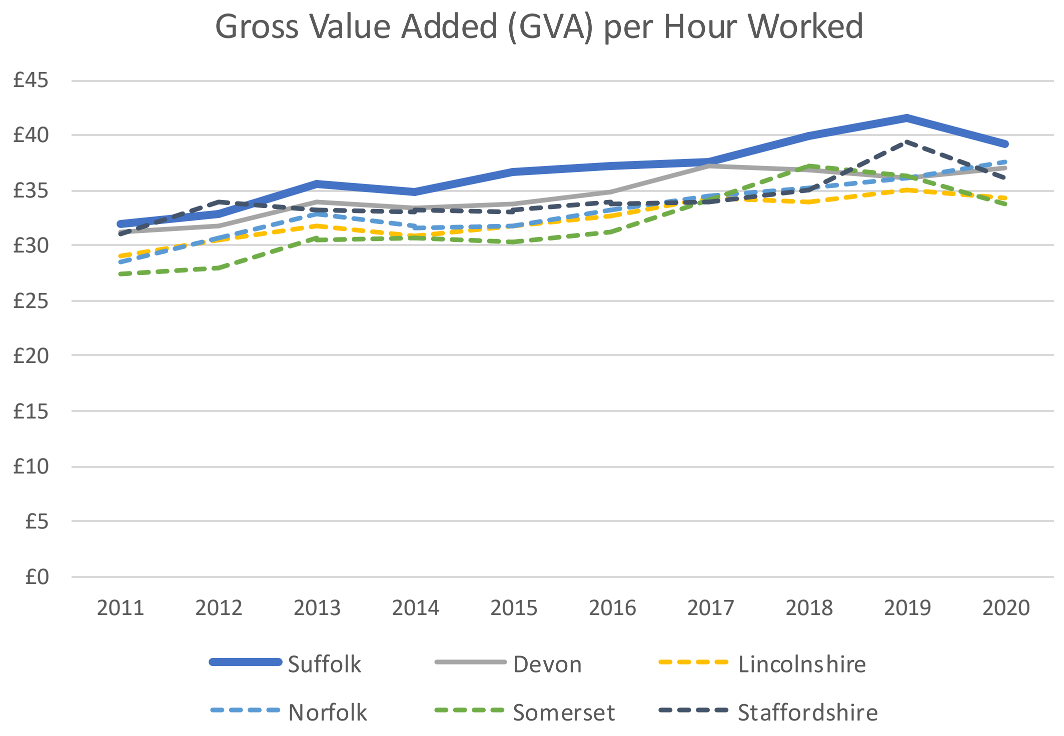




[ADD NARRATIVE]

Productivity – Statistical Neighbours





[ADD NARRATIVE]

UK Competiveness Index

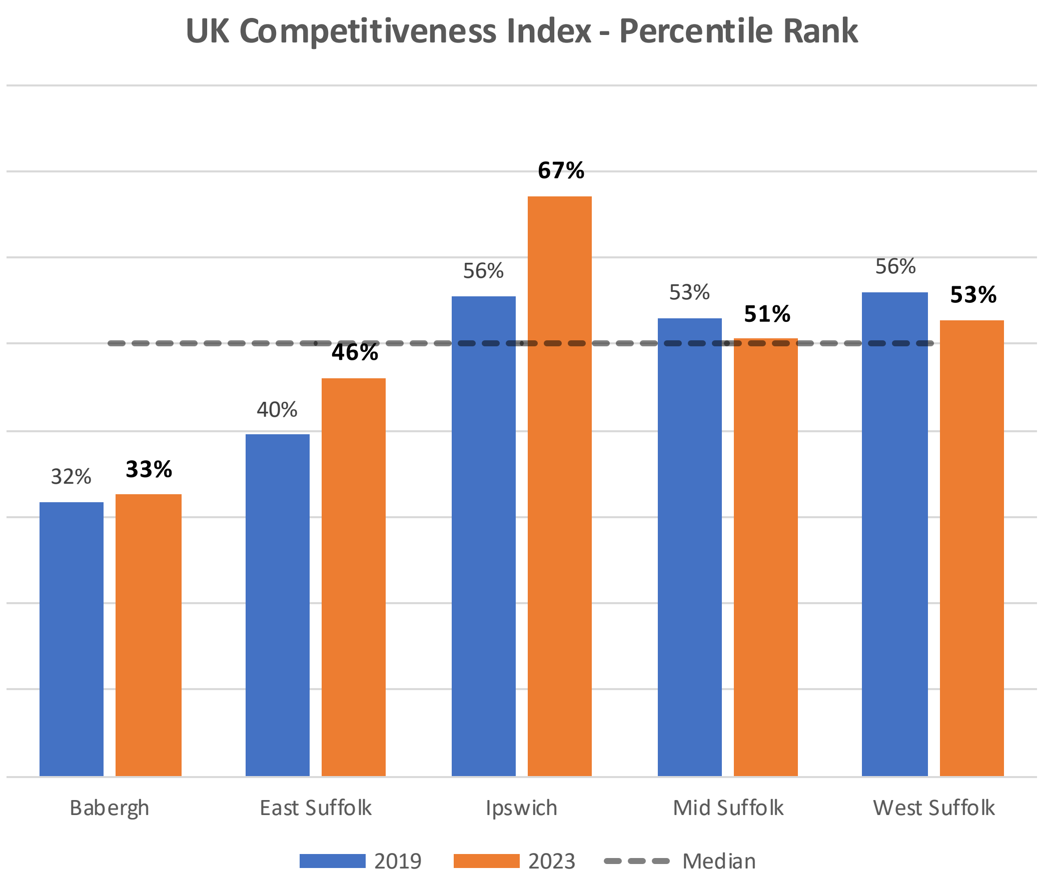
- The UK CI report ranks all 362 local authority areas across the UK. This allows us to analyse which percentile each of our Local Authorities fall into.
- The analysis combines a wide range of metrics to arrive at a comparative index 'score'. Many of the metrics mentioned in the preceding slides – especially those relating to wages, enterprise rates, and GVA outputs contribute to arriving at this comparative score.
- This scoring matrix not only allows us to benchmark where specific locations rank in relation to one another at a fixed moment in time, but due to its annual refresh schedule, it allows us to understand the trajectory of specific locations' economies over time, and thereby allows us to identify whether the evidence base indicates the economy is demonstrably improving, stagnating, or losing ground – in relation to the overall trend from England.
- It is worth remembering that this is a comparative matrix – i.e. the UK score is always '100', and therefore it effectively rates how well or otherwise the economies of local authorities are performing in relation to the UK trend as a whole.

FIGURE 2.01: THE 3 FACTOR MODEL UNDERLYING THE UK LOCAL COMPETITIVENESS INDEX

Input factors
Economic Activity Rates Business Start-up Rates per 1,000 Inhabitants Number of Business per 1,000 inhabitants Proportion of Working Age Population with NVQ Level 4 or Proportion of Knowledge-Based Business
↓
Output factors
Gross Value Added per head at current basic prices Productivity - Output per Hour Worked Employment Rates
↓
Outcome factors
Gross weekly pay Unemployment rates

Source: Huggins, R. and Thompson, P. (2013) UK Competitiveness Index 2013, School of Planning and Geography, Cardiff University: Cardiff

UK Competitiveness Index



- In the 2023 UK Competitiveness Index, 3 out of the 5 Suffolk districts were above the median – Ipswich (67th percentile), West Suffolk (53rd percentile), and Mid Suffolk (51st percentile).
- East Suffolk was just below the median (46th percentile), however Babergh was significantly below (33rd percentile),
- Despite Babergh being ranked as the least competitive district in Suffolk, its competiveness score improved from the previous iteration in 2019.
- The most significant competiveness improvements were in Ipswich (11 percentage point improvement in rank) and East Suffolk (6 percentage point improvement).
- However, the competiveness of West Suffolk & Mid Suffolk fell from 2019 to 2023 – West Suffolk fell by 3 percentage points, and Mid Suffolk fell by 2 percentage points.

UK Competiveness Index				
	2019		2023	
District	**Score**	**Rank**	**Score**	**Rank**
Babergh	86.7	247	87.5	244
East Suffolk	89.1	219	90.9	195
Ipswich	93.2	161	99.0	119
Mid Suffolk	92.6	170	92.1	179
West Suffolk	93.8	159	92.9	171

Sector & Trade Analysis

The following slides examine the latest headline data and intelligence around New Anglia LEP’s 10 ‘growth’ sectors, which are in turn set in the context of New Anglia LEP’s three overarching strategic objectives which underpin the golden thread of New Anglia LEP’s economic strategy – clean growth.

The three strategic opportunities were first arrived at as part of New Anglia LEP’s Local Industrial Strategy work and were developed in conjunction with local private and public sector partners – securing widespread recognition and agreement to reflect the specific nature of the local economy and its distinct opportunities for future growth.

Also in this section is an analysis of Suffolk’s import and export activity from 2016 to 2021. As a result, these figures will have been heavily impacted by the 2016 EU referendum result, as well as the 2020 COVID-19 pandemic.

Summary

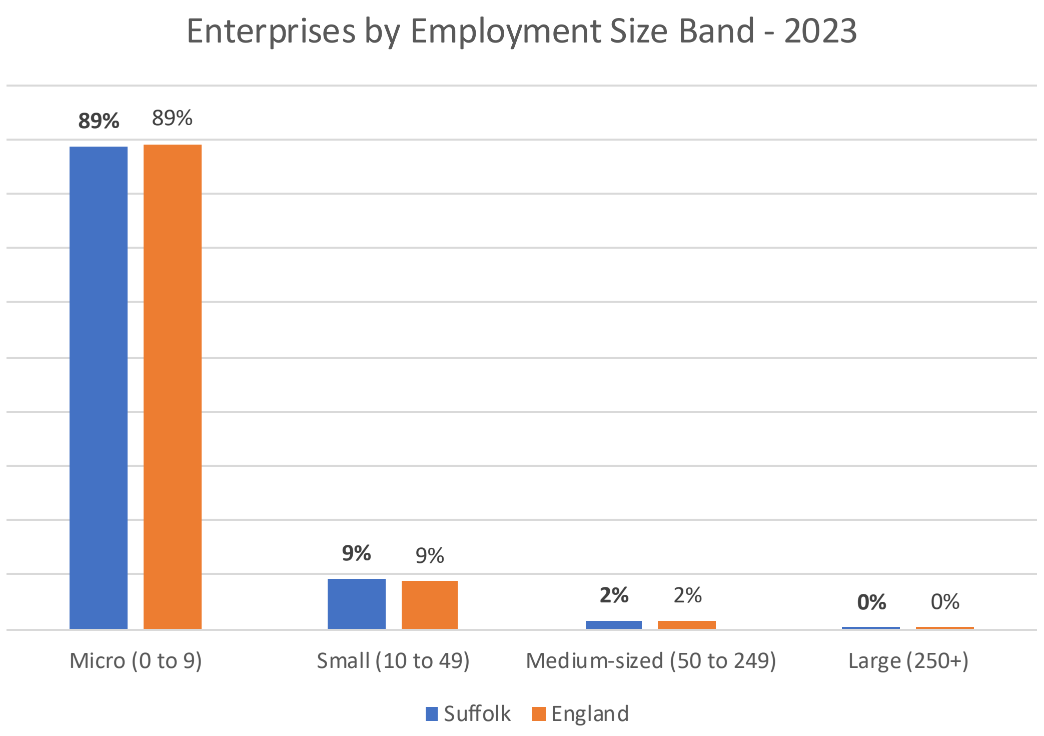
- Suffolk's economy is powered by three core strengths: **Agri-Food & Drink, Clean Energy, and Ports & Logistics**. These sectors form the foundation of the county's economic identity, positioning Suffolk as a national leader in food security, renewable energy, and global trade. By harnessing these advantages, Suffolk is primed to **drive innovation, attract investment, and deliver long-term prosperity**.
- Suffolk is at the heart of the UK's agri-food economy, a key contributor to Britain's "breadbasket." The county has **54% more jobs in Agri-Food & Drink than the national average**, supported by major employers such as **British Sugar, Adnams, and Greene King**. It leads in crop and vegetable production, food processing, and beverage manufacturing, with a growing reputation for **agri-tech and sustainable farming innovation**. Suffolk's ability to **adapt, innovate, and expand its food processing capabilities** makes it critical to **the UK's food security and future agricultural advancements**.
- The **clean energy sector is a standout driver of growth**, with Suffolk positioned at the forefront of the UK's transition to a **net-zero economy**. The county is home to **163 clean energy businesses** and boasts a **high location quotient of 1.86**, underlining its strong regional specialisation. **Sizewell C, offshore wind farms, and green hydrogen projects** will create **25,000 jobs** and attract **£122bn in capital investment by 2050**, reinforcing Suffolk's role as **a leader in the UK's energy future**. With a nationally significant cluster of **offshore wind, nuclear, solar, and hydrogen infrastructure**, Suffolk is pioneering the development of **sustainable, secure, and scalable clean energy solutions**.
- Suffolk's **Ports & Logistics sector is a vital gateway for UK trade**, with the Port of Felixstowe—the UK's largest container port—at its core. The county also hosts **nationally significant ports at Ipswich and Lowestoft**, supporting the **clean energy and agri-food supply chains**. With **32% more jobs than the national average** and **a 6.1% annual increase in business units**, this sector is a key driver of economic expansion. **The Freeport East initiative, the A14 corridor, and advancements in smart logistics technology** are transforming Suffolk into a **hub for high-tech, sustainable logistics**, reinforcing its role as a **critical link in the UK's global trade network**.
- Beyond these primary strengths, Suffolk also boasts a strong presence in **Advanced Manufacturing & Engineering, Construction, and ICT & Digital Creative**. **The construction sector has 41% more jobs than the national average**, driven by large-scale infrastructure projects such as Sizewell C. Meanwhile, **ICT & Digital is a sector on the rise**, with clusters at **BT Adastral Park and Innovation Martlesham** creating a platform for growth in high-tech industries. **Financial Services & Insurance and the Visitor Economy** further add to Suffolk's diverse and dynamic economic base.
- Despite these advantages, Suffolk faces **challenges in trade**. Since 2016, **imports have fallen by 8% and exports by 17%**, creating a **trade deficit (58% imports vs. 42% exports in 2021)**. This contrasts with neighbouring Norfolk and Cambridgeshire, which maintain trade surpluses. Closing this gap—particularly by **expanding exports in high-value sectors such as Agri-Food & Drink and Clean Energy**—is crucial for **strengthening Suffolk's position in global markets**.
- By capitalising on its **core strengths, driving forward new innovations, and tackling trade challenges**, Suffolk is well-positioned to **sustain long-term, inclusive economic growth**. Through **targeted investment, sectoral expansion, and a commitment to pioneering clean and productive industries**, Suffolk is securing its place **at the forefront of the UK economy**.

Sector Headlines

- Suffolk has **competitive advantages** in:
    - **Advanced Manufacturing & Engineering** (6% more jobs in Suffolk than the national average)
    - **Agri-Food & Drink** (54% more jobs in Suffolk than the national average)
    - **Construction & Development** (41% more jobs in Suffolk than the national average)
    - **Energy** (54% more jobs in Suffolk than the national average)
    - **Ports & Logistics** (32% more jobs in Suffolk than the national average)
- Most of these sectors (all but Agri-food Tech) also offer high average wages per job (average wages all over £34k), and therefore will contribute significantly to the local economy.
- **Construction & Development** is a particular strength; **22% more jobs** in Suffolk than the national average, **£41.0k** average wage and **0.6% annual growth rate** in the most recent data (2021-22).
- There is notable opportunity for growth in **Digital Tech** and **Financial Services & Insurance** – with **31% fewer** and **21% fewer jobs** in Suffolk than the national average.
- Despite this, **Digital Tech** and **Financial Services & Insurance** both offer high average wages per job - **£41.0k** and **£33.5k**, respectively, and so growth in these sectors would offer significant economic benefits.

Source: ONS, 2023

Enterprises by Employment Size Band



Employment Size Band	Number of Enterprises
Micro (0 to 9)	27,430
Small (10 to 49)	2,895
Medium-sized (50 to 249)	505
Large (250+)	115

- Suffolk's business environment is predominantly composed of micro and small enterprises, reflecting national trends.
- Supporting these small and micro businesses is crucial for sustaining economic growth and innovation in the region.

Source: ONS & DBT, 2023

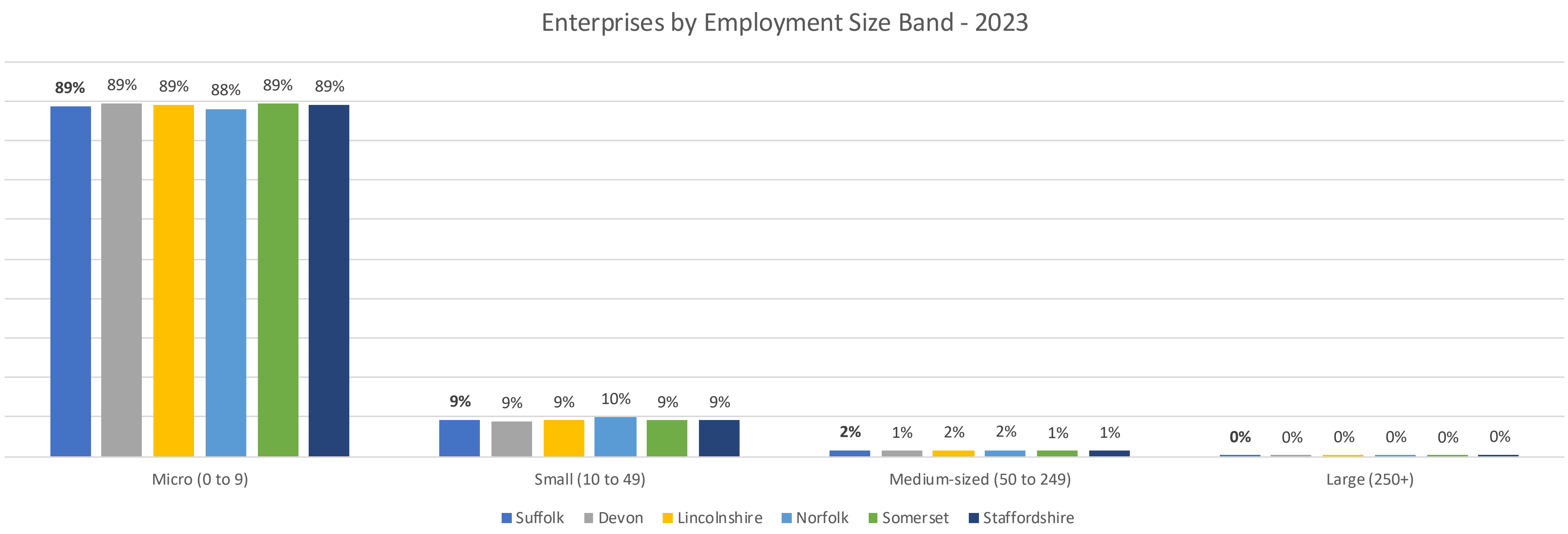
Enterprises by Employment Size Band

Employment Size Band	Businesses	Jobs (Estimate)	Revenue (Estimate)
Micro (0-9)	88.6%	12.2%	8.1%
Small (10-49)	9.4%	15.4%	14.5%
Medium (50-249)	1.6%	13.3%	16.5%
Large (250+)	0.4%	59.1%	60.8%

- Micro enterprises (0-9 employees) make up 88.6% of businesses, showing their prevalence in the market, but they only contribute 12.2% of jobs and 7.8% of revenue, highlighting their limited economic impact despite their numbers.
- Small enterprises (10-49 employees) represent 9.4% of businesses, providing a larger share of jobs at 15.3% and contributing 13.4% of revenue, indicating their significant role in employment and economic contribution.
- Medium enterprises (50-249 employees) account for just 1.6% of businesses but play a crucial role by generating 13.3% of jobs and 15.5% of revenue, demonstrating their importance in sustaining economic activity.
- Large enterprises (250+ employees) are rare, making up only 0.4% of businesses, yet they are the primary economic drivers, providing 59.2% of jobs and 63.2% of revenue, emphasizing their dominant impact on the economy despite their small number.

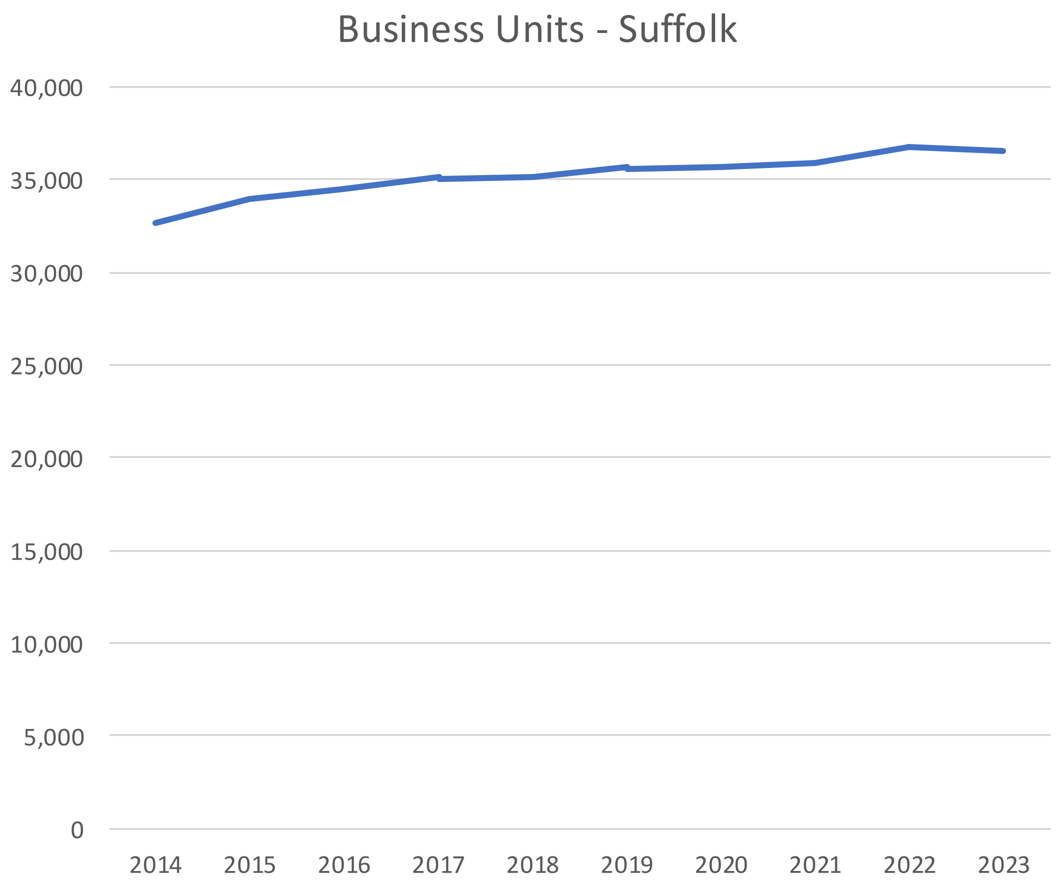
Source: ONS, 2023

Enterprises by Employment Size Band



- Suffolk has 30,945 enterprises, comparable to Norfolk (33,505) and Staffordshire (32,885), but fewer than Devon (38,685).
- Micro enterprises (0-9 employees) dominate, making up 89% of businesses in Suffolk, in line with national and regional trends.
- Small enterprises (10-49 employees) account for 9% of Suffolk's businesses, similar to the national average.
- Medium-sized enterprises (50-249 employees) represent just 2%, consistent with England and most comparator counties.
- Large enterprises (250+ employees) are negligible across Suffolk and comparator areas, reflecting a focus on smaller-scale businesses.

Business Units



- **Note: This data uses the count of local units rather than enterprises. The main difference between an enterprise and a local unit is that an enterprise is the overall business, while a local unit is a single site within that business.**
- From 2014 to 2023, the business population of Suffolk has **increased from 32,635 to 36,540**
- This is an **average increase of 1.3% per annum**.

	Population									
Region	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**	**2023**
Suffolk	32,635	33,915	34,470	35,110	35,170	35,690	35,705	35,950	36,775	36,540

Growth Sectors

- The economic strategy will seek to assess the scale, comparative specialisation and landscape of future challenges and opportunities across our growth sectors:
    - High Growth:
        - Agri-Food & Drink
        - Clean Energy
        - Ports & Logistics
    - Emerging Growth:
        - Creative Industries
        - Financial Services & Insurance
        - ICT & Digital
        - Life Sciences
    - Value Growth:
        - Advanced Manufacturing & Engineering
        - Construction
        - Health & Social Care
        - Visitor Economy (Inc. Tourism and Hospitality)

- The following table provides a comparative breakdown of the GVA, average wages and employment proportion shifts and concentrations of employment in each of these sectors in Norfolk and Suffolk, using the latest available data.

Sector Analysis

SUFFOLK ECONOMY

The Suffolk economy is home to just over **31,000 businesses** across a diverse range of sectors its **growth sectors include -** Agri-food, Advanced Manufacturing & Engineering, Energy, Construction and Development, Creative industries, Financial, Insurance & professional services, Health and social care, ICT Digital, Life sciences and biotech, Ports & logistics and the Visitor economy. There is significant opportunity for cross sector collaboration and innovation.

- Suffolk has **competitive advantages** in:
  - **Advanced Manufacturing & Engineering** (6% more jobs in Suffolk than the England average)
  - **Agri-Food & Drink** (54% more jobs in Suffolk than the England average)
  - **Construction** (41% more jobs in Suffolk than the England average)
  - **Energy** (54% more jobs in Suffolk than the England average)
  - **Ports & Logistics** (32% more jobs in Suffolk than the England average)

- Most of these sectors (all but Agri-food Tech) also offer high average wages per job (average wages all over £36k) and therefore will contribute significantly to the local economy.
- **Construction & Development** is a particular strength; **41% more jobs** in Suffolk than the England average, **£41.0k** average wage and **4.7% job growth rate** over the last year.
- There is notable opportunity for growth in **ICT & Digital** and **Financial Services & Insurance** – with **41% fewer** and **30% fewer jobs** in Suffolk than the England average.
- Despite this, **ICT & Digital** and **Financial Services & Insurance** both offer high average wages per job - **£40.8k** and **£37.9k**, respectively, and so growth in these sectors would offer significant economic benefits.

Agri-Food & Drink

- Suffolk's Agri-Food & Drink sector is a cornerstone of both the local and national economy, contributing over 40,000 jobs, representing 12% of Suffolk's total workforce, across 4,300 business units. Suffolk's has a productive Agri-Food & Drink sector, with a GVA per job of £39.7k, above the national average.

- Suffolk's Agri-Food & Drink sector is characterised by specialisations in key areas such as poultry, sugar, pig farming, and horticulture, making it a vital player in the UK's food production landscape. The county produces 22% of the UK's ducks (2nd highest out of 133 England ITL3 areas), 9% of its geese (3rd highest England ITL3 area), 7% of its broilers (4th highest England ITL3 area), and contributes 6% to the nation's overall poultry production (5th highest England ITL3 area), with companies like Gressingham Foods and Bernard Matthews driving this strength. Suffolk's sugar beet industry is equally significant, with 15% of its farmland devoted to the crop (3rd highest England ITL3 area), supplying British Sugar, the UK's only sugar beet processor. The county also accounts for 9% of the UK's pigs (4th highest England ITL3 area), 8% of its potato farmland (5th highest England ITL3 area), and 7% of its horticultural crops (3rd highest England ITL3 area). This broad agricultural base is underscored by high local quotients (LQs) of 8.84 for processing and preserving poultry meat, 4.27 for producing meat and poultry products, and an outstanding 9.64 for sugar manufacturing. Babergh and Mid-Suffolk districts serve as critical hubs for food production and processing, and major companies such as Cranswick, Birdseye, Molson Coors, and Greene King further demonstrate the strength of the industry across Suffolk. The beverage manufacturing sector further bolsters Suffolk's Agri-Food & Drink industry, with prominent companies like Greene King, Adnams, and Muntons and 2.01 LQ. This sector not only complements Suffolk's food processing industry but also contributes to its growing reputation in brewing and manufacturing.

- Over the past decade, the Agri-Food & Drink sector has seen an annual job growth of +1.6%, outpacing the national average and solidifying its importance to the local economy. With future projections showing that the sector is forecast to grow its GVA to £4 billion by 2050, Suffolk's Agri-Food & Drink industry is well-positioned to continue driving economic growth and innovation. To ensure continued growth and increased productivity, Suffolk is leveraging its strength in Agri-Tech innovation. As identified by The Data City, the county has a specialisation in Agri-Tech, which plays a crucial role in enhancing efficiencies across the Agri-Food & Drink supply chain. This includes advances in precision agriculture and automation, and the collaboration with Suffolk's space cluster, Space East, which further enhances agricultural innovation through use of satellite data to monitor crop health and predict yields. The county's research capabilities are bolstered by Cefas, a leader in marine science and food security solutions, positioning Suffolk at the forefront of climate adaptation and sustainable food production. Suffolk's expertise in Agri-Tech innovation is ensuring that the county remains a leader in sustainable food production and technological advancement.

Clean Energy

- Suffolk is a crucial player in the UK's energy transition, with a well-established energy sector with expertise in nuclear energy and world-class offshore wind farms. Suffolk currently has 16 Nationally Significant Infrastructure Projects (NSIPs) in the Energy sector (2nd highest out of 153 England counties & unitary authorities) The energy sector in Suffolk employs nearly 6,000 workers and offers competitive wages (an average wage of £40k) coupled with strong productivity of over £100k GVA per worker, which underscores its critical role in driving economic growth and high-value employment in the region.

- Suffolk is home to some of the UK's most significant offshore wind projects. Currently operational are East Anglia One, Greater Gabbard, and Galloper, which collectively provide 1,600MW of energy, enough to power approximately 1.5 million homes annually. Suffolk’s renewable energy footprint will expand with projects such as East Anglia Three, East Anglia Two, and East Anglia One North, set to add 3,300MW to the county's energy capacity, enough to power an over 3 million homes, reinforcing Suffolk's leading role in advancing the UK's clean energy future.

- Suffolk's nuclear energy legacy continues to grow with Sizewell C, a project that will meet 7% of the UK's energy needs for at least 60 years. Once operational, Sizewell C will generate enough low-carbon electricity to power six million homes, making it a cornerstone of the UK's Net Zero strategy. By replacing fossil fuel-based power, the project will prevent around nine million tonnes of carbon emissions annually (compared to a gas-fired power station). Furthermore, Sizewell C will create thousands of local jobs and contribute £4.5 billion to the regional economy. Nationally, it will support 70,000 jobs and engage over 3,000 UK-based suppliers, offering significant economic and employment benefits across the country.

- In addition to its wind and nuclear strengths, Suffolk is making strides in clean energy innovation, particularly in hydrogen production. A planned £150 million investment in a green hydrogen plant at Felixstowe positions Suffolk as a leader in hydrogen energy solutions. The county also boasts a recognised specialism in CleanTech, as identified by The Data City, with innovation hubs like PowerPark and OrbisEnergy at Lowestoft serving as incubators for new energy technologies.

- Energy activities in Suffolk are spatially clustered along the coast, with notable hubs around Sizewell's nuclear facilities and Lowestoft's offshore wind services. These clusters, combined with Suffolk's strategic focus on renewable energy, position the county for long-term growth. The energy sector is forecast to see annual jobs growth of 1.1% through to 2033, outpacing national trends, and solidifying Suffolk’s role as a national leader in clean energy and innovation. By 2050, the GVA of the energy sector is forecast to increase to £1.5 billion, reflecting the county’s growing influence in renewable and low-carbon energy industries. This projection highlights the long-term economic potential of Suffolk's energy assets and the expanding role of offshore wind, nuclear, and green hydrogen in driving future prosperity.

Ports & Logistics

- Suffolk plays a critical role in the UK's ports & logistics sector, with significant assets contributing to both the regional and national economy. Suffolk is home to Felixstowe, the UK's largest container port, which handles over one-third (36%) of the country's containerized trade. This global hub is crucial to international commerce and is supported by Freeport East, a major logistics and trade zone expected to unlock over £300 million in private sector funding and create over 13,500 new jobs. At the heart of Freeport East is Gateway 14, the largest business, innovation, and logistics park in East Anglia, which will drive new opportunities for growth and innovation in the sector. In addition to Felixstowe, Suffolk's other maritime assets, such as the ports at Great Yarmouth and Lowestoft, support key local industries, including food, drink, and offshore energy sectors.

- The ports & logistics sector employs nearly 30,000 people in Suffolk with a location quotient (LQ) of 1.32, indicating that the concentration of logistics jobs in Suffolk is higher than the national average. Furthermore, Suffolk's logistics workforce benefits from higher wages, with an average salary of £36,700 per job, above the England average of £35,100. The sector also demonstrates impressive productivity, with a GVA per job of £42,200, surpassing the national figure of £39,900.

- Suffolk's logistics specialisations are clearly defined, with particularly strong focuses on freight transport by road (LQ of 2.10) and rail freight transport (LQ of 6.52), underscoring the county's importance in efficiently moving goods across the UK. In addition, Suffolk has developed expertise in handling (LQ of 1.99), packaging (LQ of 1.03), and the servicing and repair of ships and boats (LQ of 1.69).

- As noted by The Data City, both "Supply Chain Logistics" and "Marine & Maritime" are emerging economy sectors with recognised specialisms in Suffolk, reflecting the region's leadership in innovation across these areas. Business activity in the sector has been expanding, with over 6% annual growth in the number of business units, indicating rising demand for logistics services to support Suffolk's ports and infrastructure. Currently, there are 3,200 business units operating in this sector across the county.

- The ports & logistics sector in Suffolk is poised for continued growth, with Freeport East being a key driver, attracting new investment, job creation, and opportunities for innovation. The sector is forecast to grow significantly, anticipating a 1.0% annual increase in jobs from 2023 to 2033, and reaching a GVA of over £3 billion by 2050, ensuring that Suffolk will remain a critical player in the national logistics landscape. Projects like Gateway 14 and other infrastructure investments will further enhance Suffolk's competitiveness, making the county a prime location for business expansion in logistics and supply chain management. As global trade evolves, Suffolk's assets and expertise position it to meet future demands and maintain its status as a key hub in the UK's ports & logistics sectors.

Emerging Growth

- Suffolk's economy is set to benefit from significant growth in three emerging sectors: Financial Services & Insurance, ICT & Digital Creative, and Life Sciences & Biotech. These sectors are poised to drive productivity by leveraging regional linkages and enhancing Suffolk's competitive position in the UK.

- Financial Services & Insurance in Suffolk is anchored in Ipswich, which has a long-established history as a financial hub. The sector includes a cluster of large insurance firms with expertise in niche markets such as marine, farm, and crop insurance, and there are opportunities to capitalise on the growing fintech cluster emerging in nearby Norwich. The financial services sector employs around 8,000 people, offering average wages of £38k per job and a GVA per job of £56k. By 2050, financial services are forecast to contribute over £1bn to the Suffolk economy, making it a significant driver of high-value employment and innovation in the county.

- ICT & Digital Creative is one of Suffolk's most dynamic sectors, centred around tech hubs such as BT Adastral Park and Innovation Martlesham, which together host over 150 high-tech companies, with Suffolk's specialisation in telecommunications being highlighted by The Data City. Average wages in the sector are over £40k, with GVA per job at £65k—both figures positioning the sector as a competitive player on a national scale. Furthermore, the University ofSuffolk's DigiTech Centre and Digital Futures Institute, based at Adastral Park, are at the forefront of research and development in digital innovation. These institutions work closely with the region's tech clusters to support the growth of start-ups and digital companies, particularly through the Ipswich Waterfront Innovation Centre. There are emerging opportunities in Suffolk within specialist areas such as AI, quantum communications, terrestrial networks and satellite applications. With an annual jobs growth rate of 1.1%, the sector is forecast to reach a GVA of nearly £2bn by 2050, cementing its role as a key contributor to the local economy.

- Life Sciences & Biotech in Suffolk is anchored by key institutions and businesses, with CEFAS (Centre for Environment, Fisheries, and Aquaculture Science) in Lowestoft serving as the UK's most diverse centre for applied marine and freshwater science. The region also benefits from proximity to Cambridge's renowned life sciences cluster, with Haverhill hosting several large pharmaceutical companies. Life Sciences & Biotech in Suffolk has seen steady job growth, with an average annual increase of 2.2%, and the GVA per job in the sector is £54k, reflecting its high value despite being smaller in scale compared to other regions. By 2050, the sector is expected to contribute nearly £1bn to the local economy, with further potential arising from advancements in biotechnology and marine research.

- Together, these three sectors represent Suffolk's emerging strengths and are poised to deliver long-term growth, fostering innovation and contributing significantly to the region's economic transformation. By building on existing assets and fostering collaboration across neighbouring economies, Suffolk can position itself as a leader in these high-growth industries.

Value Growth

- Suffolk's economy is driven by four key value-growth sectors: Advanced Manufacturing & Engineering (AME), Construction, Health & Social Care, and the Visitor Economy. Each of these sectors not only generates significant employment but also holds strong potential for growth in productivity, job quality, and economic contribution.

- The Advanced Manufacturing & Engineering (AME) sector employs nearly 40,000 people across over 3,000 businesses in Suffolk, representing 13% of the local workforce. The sector plays a crucial role in Suffolk's economy with average wages of £36k and a GVA per job of £48k. The AME sector benefits from innovation hubs like the NAAME network, which fosters collaboration and enhances productivity. The proposed AME Centre in Bury St Edmunds is expected to further boost the sector, creating a regional hub for advanced manufacturing. By 2050, AME is forecast to contribute £4.7bn to Suffolk's economy, highlighting its strong growth potential.

- The Construction sector in Suffolk is a significant and fast-growing industry, employing 24,000 people across nearly 5,000 businesses. With average wages of £41k and a robust job growth rate of 5.4% annually over the past decade, Suffolk's construction industry is poised for future expansion. Suffolk also has one of the largest number of nationally significant infrastructure projects (NSIPs) in the country, which is set to further drive growth in the Construction sector. The Sizewell C nuclear power station project is the largest building site in Europe and will create thousands of jobs over its construction phase. Additionally, the Five Estuaries Offshore Wind Farm and North Falls Offshore Wind Farm are major energy projects under development off the Suffolk coast, expected to contribute to the county's long-term energy and infrastructure needs. These projects, along with the emerging specialisation in Passivhaus and sustainable design, are driving innovation and modern construction techniques in the region. With a GVA per job of £71k and a forecasted GVA of over £4bn by 2050, construction is positioned as a key driver of Suffolk's economic growth.

- The Health & Social Care sector is a cornerstone of Suffolk's economy, employing 44,000 people across nearly 2,000 businesses. Supported by the University of Suffolk's Integrated Care Academy (ICA), the sector is focused on addressing the rising demand for healthcare services, particularly in mental health and end-of-life care. As Suffolk's population continues to age, the demand for health and social care will rise, with the sector forecast to contribute £3bn to the economy by 2050, making it vital to Suffolk's future wellbeing and economic stability.

- The Visitor Economy is another crucial sector for Suffolk where it supports 46,000 jobs across 4,600 businesses, and is forecast to generate nearly £3bn GVA by 2050. The sector plays a vital role in supporting Suffolk's cultural and heritage assets, with notable attractions such as Suffolk's scenic coastlines, market towns, and venues such Newmarket Racecourse and Ipswich Town Football Club.

Source: Lightcast, 2023

Growth Sector Analysis – Suffolk

Sector	GVA	Avg. Wages per Job	Jobs	Jobs % Change (2022-23)	Location Quotient
Advanced Manufacturing & Engineering	£1.9b	£36.2k	39,190	-0.1%	1.06
Agri-Food & Drink	£1.6b	£23.1k	41,200	+2.7%	1.54
Construction	£1.7b	£41.4k	24,070	+4.7%	1.41
Creative Industries	£0.4b	£36.8k	6,528	-2.7%	0.43
ICT & Digital	£0.7b	£40.8k	11,445	-2.2%	0.59
Energy	£0.6b	£40.3k	5,795	-2.1%	1.54
Financial Services & Insurance	£0.4b	£37.9k	7,977	-0.2%	0.70
Health & Social Care	£1.2b	£27.1k	43,681	+1.7%	0.94
Life Sciences	£0.4b	£29.2k	6,665	+0.5%	0.92
Ports & Logistics	£1.2b	£36.7k	29,446	+3.0%	1.32
Space	£0.0b	£40.0k	88	+6.2%	0.10
Visitor Economy	£1.2b	£20.1k	45,566	+8.8%	0.99

Source: Lightcast, 2023

Growth Sector Analysis – Babergh

Sector	GVA	Avg. Wages per Job	Jobs	Jobs % Change (2022-23)	Location Quotient
Advanced Manufacturing & Engineering	£0.35b	£35.7k	5,599	-0.8%	1.53
Agri-Food & Drink	£0.14b	£22.4k	4,425	+2.2%	1.69
Construction	£0.14b	£40.9k	2,206	+2.6%	1.30
Creative Industries	£0.06b	£33.2k	1,182	+0.2%	0.79
ICT & Digital	£0.06b	£40.2k	1,265	+2.9%	0.66
Energy	£0.02b	£26.1k	232	-2.0%	0.62
Financial Services & Insurance	£0.02b	£38.7k	434	+4.6%	0.38
Health & Social Care	£0.09b	£24.6k	3,610	+1.7%	0.79
Life Sciences	£0.06b	£29.6k	901	+3.6%	1.25
Ports & Logistics	£0.06b	£34.8k	2,056	+3.7%	0.93
Space	£0.00b	£41.5k	34	-13.2%	0.38
Visitor Economy	£0.10b	£19.8k	4,629	+1.7%	1.01

Source: Lightcast, 2023

Growth Sector Analysis – East Suffolk

Sector	GVA	Avg. Wages per Job	Jobs	Jobs % Change (2022-23)	Location Quotient
Advanced Manufacturing & Engineering	£0.56b	£36.3k	12,398	+0.4%	1.19
Agri-Food & Drink	£0.48b	£22.0k	12,414	+0.7%	1.67
Construction	£0.43b	£41.5k	6,588	+5.7%	1.37
Creative Industries	£0.18b	£37.1k	2,041	+6.1%	0.48
ICT & Digital	£0.41b	£43.5k	5,081	+1.9%	0.93
Energy	£0.10b	£42.8k	1,512	+1.3%	1.43
Financial Services & Insurance	£0.04b	£39.9k	975	+3.8%	0.30
Health & Social Care	£0.25b	£23.8k	10,615	+0.4%	0.82
Life Sciences	£0.12b	£31.0k	2,537	+3.7%	1.24
Ports & Logistics	£0.55b	£38.5k	12,210	+2.0%	1.94
Space	£0.00b	£39.0k	4	+7.7%	0.02
Visitor Economy	£0.34b	£20.5k	15,355	+2.7%	1.18

Source: Lightcast, 2023

Growth Sector Analysis – Ipswich

Sector	GVA	Avg. Wages per Job	Jobs	Jobs % Change (2022-23)	Location Quotient
Advanced Manufacturing & Engineering	£0.13b	£37.1k	3,370	-1.4%	0.43
Agri-Food & Drink	£0.32b	£19.8k	4,331	-0.2%	0.78
Construction	£0.28b	£41.7k	3,747	+4.0%	1.04
Creative Industries	£0.06b	£37.1k	925	-5.5%	0.29
ICT & Digital	£0.11b	£38.1k	1,847	-1.4%	0.45
Energy	£0.12b	£38.1k	1,548	+2.0%	1.95
Financial Services & Insurance	£0.27b	£36.5k	4,758	-1.7%	1.98
Health & Social Care	£0.36b	£29.0k	13,042	+1.8%	1.34
Life Sciences	£0.04b	£14.3k	534	+1.6%	0.35
Ports & Logistics	£0.36b	£36.6k	6,515	+2.8%	1.39
Space	£0.00b	N/A	0	-100.0%	0.00
Visitor Economy	£0.22b	£20.9k	8,259	+0.9%	0.85

Source: Lightcast, 2023

Growth Sector Analysis – Mid Suffolk

Sector	GVA	Avg. Wages per Job	Jobs	Jobs % Change (2022-23)	Location Quotient
Advanced Manufacturing & Engineering	£0.27b	£35.4k	6,785	+0.9%	1.63
Agri-Food & Drink	£0.23b	£25.5k	6,937	-0.1%	2.34
Construction	£0.46b	£42.0k	5,906	+9.3%	3.07
Creative Industries	£0.05b	£38.5k	1,195	+1.6%	0.70
ICT & Digital	£0.04b	£38.8k	855	+1.0%	0.39
Energy	£0.16b	£42.3k	1,409	+6.5%	3.33
Financial Services & Insurance	£0.01b	£39.8k	253	+3.5%	0.20
Health & Social Care	£0.13b	£24.2k	3,570	-1.4%	0.69
Life Sciences	£0.03b	£26.9k	752	+1.0%	0.92
Ports & Logistics	£0.10b	£36.4k	3,693	-0.6%	1.47
Space	£0.00b	£39.0k	8	-17.2%	0.08
Visitor Economy	£0.07b	£18.7k	3,813	+0.6%	0.74

Source: Lightcast, 2023

Growth Sector Analysis – West Suffolk

Sector	GVA	Avg. Wages per Job	Jobs	Jobs % Change (2022-23)	Location Quotient
Advanced Manufacturing & Engineering	£0.58b	£36.4k	11,039	-0.2%	1.01
Agri-Food & Drink	£0.43b	£24.4k	12,406	+4.3%	1.59
Construction	£0.40b	£40.9k	5,623	+4.0%	1.11
Creative Industries	£0.09b	£37.8k	1,185	-0.5%	0.26
ICT & Digital	£0.12b	£38.1k	2,397	+0.7%	0.42
Energy	£0.19b	£40.3k	1,095	-2.5%	0.98
Financial Services & Insurance	£0.10b	£40.3k	1,557	+1.1%	0.46
Health & Social Care	£0.39b	£29.4k	12,843	+2.0%	0.94
Life Sciences	£0.12b	£31.7k	1,942	+0.7%	0.90
Ports & Logistics	£0.16b	£33.4k	4,971	+1.2%	0.75
Space	£0.01b	£39.0k	41	+2.9%	0.15
Visitor Economy	£0.44b	£19.5k	13,511	+3.0%	0.99

Growth Sector Analysis

Over the last 10 years, Suffolk's Growth Sectors have exhibited diverse trends in job and business growth rates:

- Construction & Development has shown strong performance with the highest annual job growth rate at 4.9% and a high business growth rate of 3.3% per annum.
- Ports & Logistics stands out with the highest business growth rate at 6.1% per annum. The job growth rate of 1.5% per annum also underscores a steady increase in employment opportunities.
- Financial Services & Insurance presents an interesting contrast with a slight decline in job growth at -0.20% per annum, yet a substantial business growth rate of 3.9% per annum. This indicates that the sector is focusing on expanding its business activities even as it undergoes workforce consolidation.
- Creative Industries and Health & Social Work have demonstrated steady growth in both job and business aspects, each recording a growth rate of 0.9% per annum and 1.0% per annum, respectively.
- Both Advanced Manufacturing & Engineering and the Visitor Economy have been more stagnant. Advanced Manufacturing & Engineering showed zero job growth and a slight decline in business growth at -0.5% per annum. Similarly, the Visitor Economy experienced job growth of 1.2% per annum but a decline in business growth by -0.5% per annum. As a result, these two sections are ones which will continue to be monitored closely.
- Agri-Food Tech, Digital Tech, Energy and Life Sciences & Bio-tech have shown moderate growth across both jobs and business growth, reflecting their incremental contributions to the economy and ongoing innovation and development in these fields.

Foundation Sector	Annual Job Growth Rate (2013-22)	Annual Business Growth Rate (2013-22)
Advanced Manufacturing & Engineering	0.00%	-0.50%
Agri-Food Tech	1.30%	0.20%
Construction & Development	4.90%	3.30%
Creative Industries	0.90%	0.90%
Digital Tech	1.30%	0.00%
Energy	1.70%	0.30%
Financial Services & Insurance	-0.20%	3.90%
Health & Social Work	1.00%	1.00%
Life Sciences & Bio-tech	2.20%	0.60%
Ports & Logistics	1.50%	6.10%
Visitor Economy	1.20%	-0.50%

Source: Lightcast, 2022

Emerging Sub-Sector Estimates

Emerging Sub-Sector	Estimated Businesses	Location Quotient
Clean Energy Generation	163	1.86
Net Zero	374	1.52
Space	41	0.92

Clean Energy Generation:

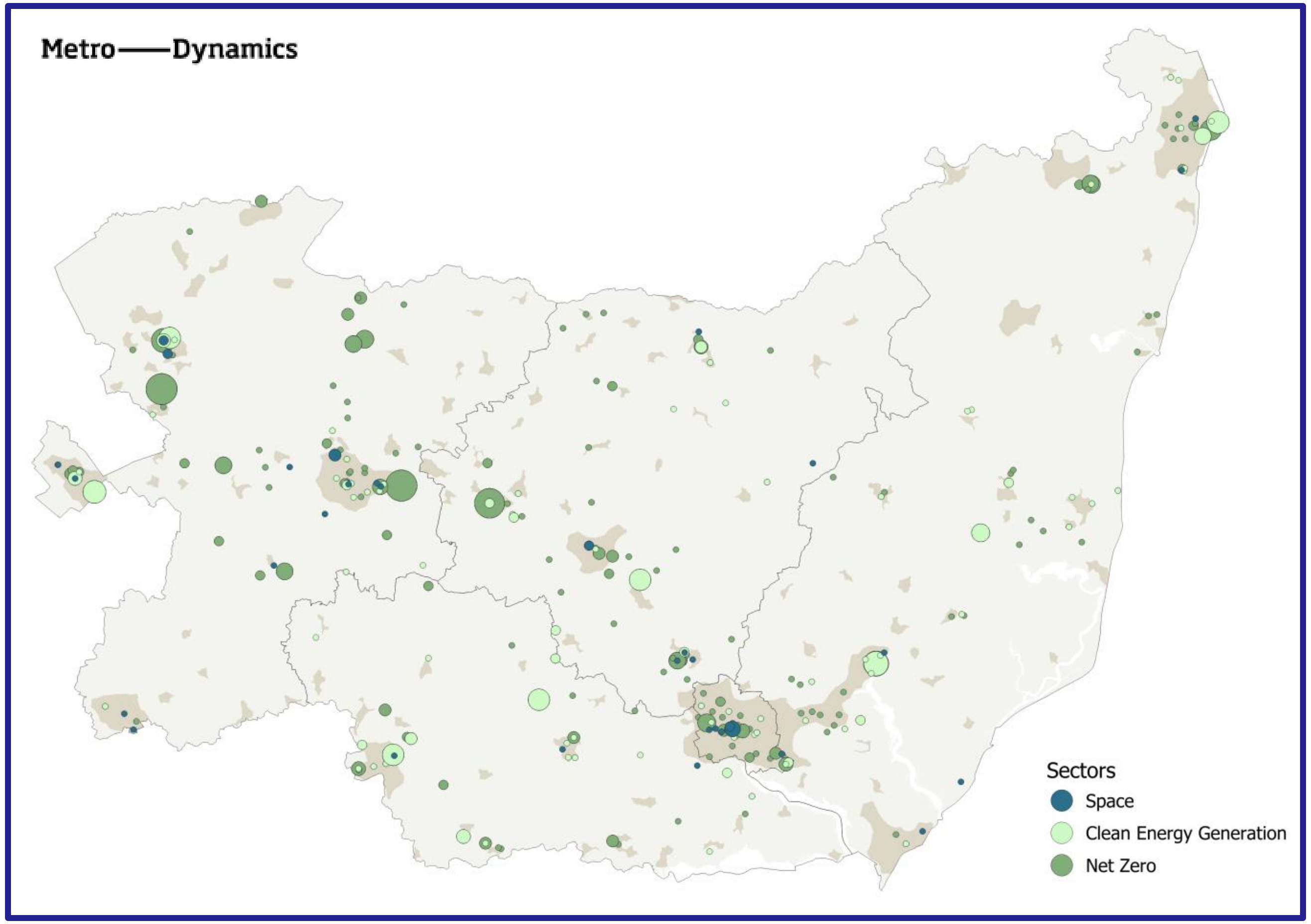
- Clean Energy Generation is a significant sector with an estimated 163 businesses spread across Suffolk. East Suffolk leads with 67 businesses, followed by West Suffolk with 49 businesses.
- The location quotient for Clean Energy Generation is 1.86, reflecting a strong regional specialization and a higher concentration of businesses in this sector compared to the national average. This indicates that Suffolk is well-positioned as a hub for clean energy initiatives and development.

Net Zero Sector:

- The Net Zero sector has the high estimated number of businesses in this sector with 374 across Suffolk. West Suffolk has the highest concentration with 145 businesses, followed by East Suffolk with 89 businesses.
- The location quotient for the Net Zero sector is 1.52, highlighting a significant regional focus and a higher concentration of businesses compared to the national average. This demonstrates Suffolk's commitment to sustainability and achieving net-zero emissions.

Space* Sector:

- The Space sector includes an estimated 41 businesses across Suffolk, with the highest concentration in West Suffolk (17 businesses) and Ipswich (11 businesses).
- The location quotient for the Space sector in Suffolk is 0.92, indicating a slightly lower concentration compared to the national average, suggesting room for growth and increased focus on developing this sector regionally.



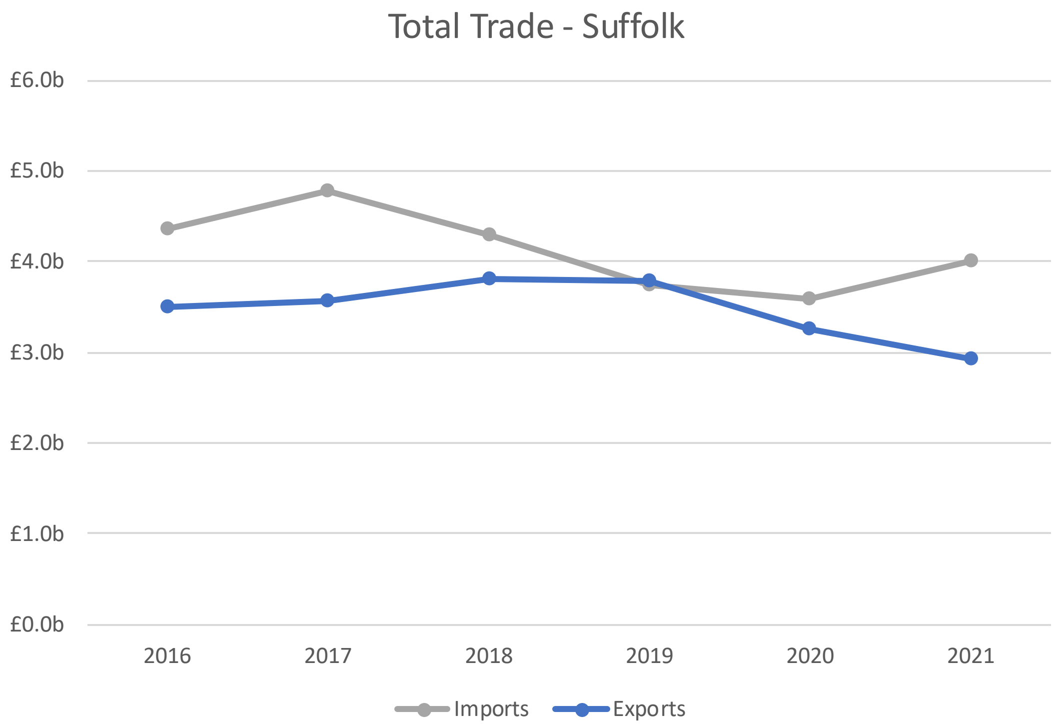
**estimates for the Space Sector currently exclude ‘down-stream’ satellite applications*
- a key focus for Adastral Park, underpinning other sectors such as agriculture and marine science.

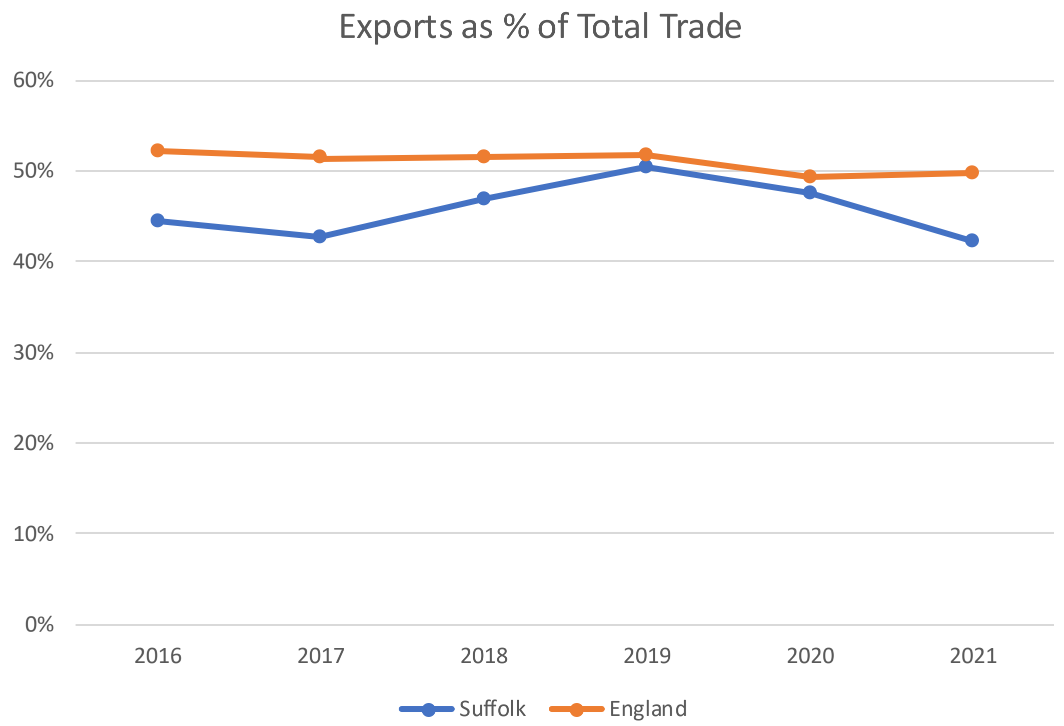
Source: The Data City, 2024

Total Trade

Source: ONS 2016-21

Total Trade - Suffolk						
	2016	**2017**	**2018**	**2019**	**2020**	**2021**
Imports	£4.4b	£4.8b	£4.3b	£3.7b	£3.6b	£4.0b
Exports	£3.5b	£3.6b	£3.8b	£3.8b	£3.2b	£2.9b

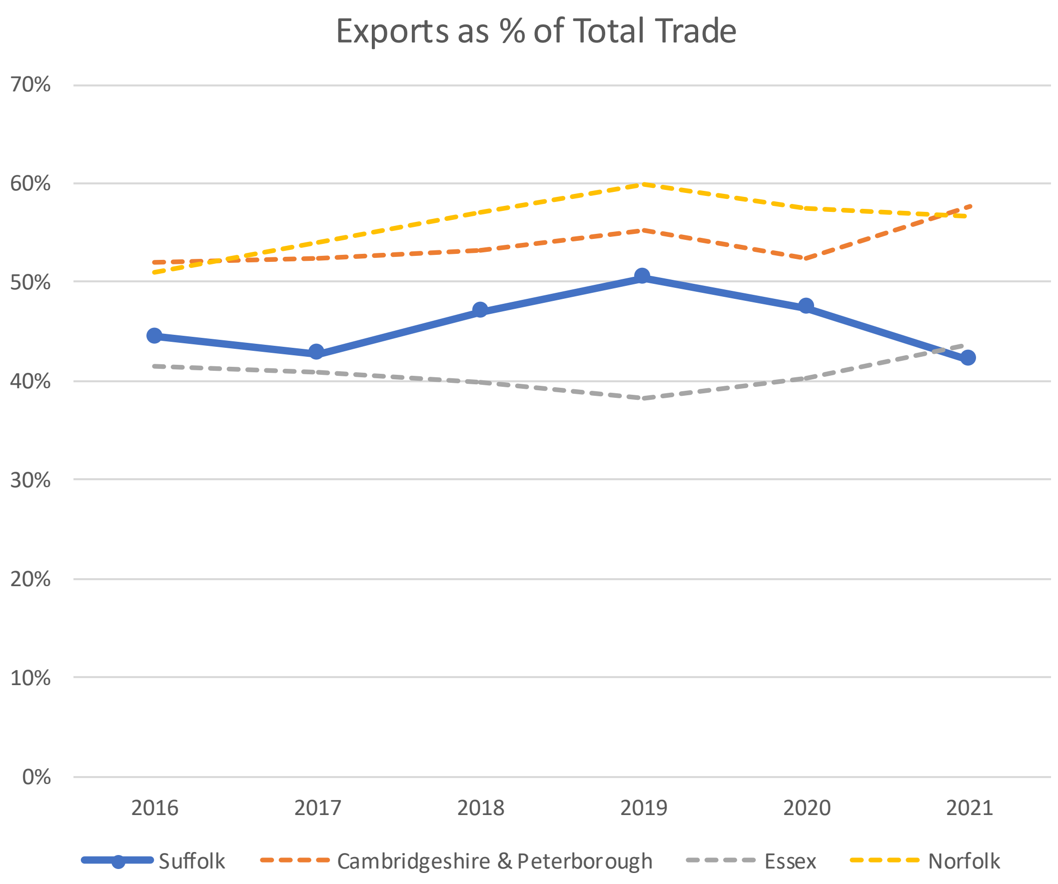




- **Following the 2016 UK EU Referendum, the amount both imported into Suffolk and Exported from Suffolk has fallen.**
- Imports have fallen by 8% (from £4.4b to 4.0b), and exports and have fallen by 17% (£3.5b to £2.9b) over the last 5 years.
- Besides 2019, **Suffolk has typically had a trade deficit**, with the county importing more than it is exporting - in 2016, there was a total trade value ratio of 56% imports to 44% exports and, with this gap widening to 58% and 42% by 2021.
- England, on the other hand, has a more even trade balance - in 2016, there was a total trade value ratio of 48% imports to 52% exports, with this gap narrowing to a total trade balance by 2021.

Source: ONS 2016-21

Trade Balance – Geographical Neighbours



- Similarly to Suffolk, Essex operated at a trade deficit between 2016-2021.
- However, unlike Suffolk, the trade deficit of Essex widened from 2016 to 2019 before narrowing from 2019 to 2021, while the opposite was the case for Suffolk.
- On the other hand, both Norfolk and Cambridgeshire & Peterborough operate at trade surplus – In 2021, Norfolk currently have a total trade value ratio of 43% imports to 57% exports, and Cambridgeshire had a ratio of 42% imports to 58% exports.
- **Over the 5-year period from 2016-2021, all of Suffolk's geographical neighbours experienced an increase in exports as a proportion of total trade.** Norfolk and Cambridgeshire & Peterborough's surplus widened, and Essex's trade deficit fell.
- **However, Suffolk experienced a decrease in exports as a proportion of total trade**, with their trade deficit widening.

Innovation & Enterprise

Innovation crucial ingredient in driving up productivity gains, increasing investment levels, increasing exports, enhancing earnings potential and driving up the profitability of our business base.

This sections aims to measure innovation through three different metrics:

- Business Incorporations
- Volume of Scaleup Businesses
- Innovate UK Data

Summary

- Suffolk is on an upward trajectory as a centre for **business growth, entrepreneurship, and innovation**, underpinned by strong performance in **scaleups, business incorporations, and Innovate UK funding**. By strengthening these pillars, Suffolk is driving forward a **dynamic and high-growth economy**, creating new opportunities for investment, enterprise, and job creation.

- Suffolk aligns with the national average, hosting **10 scaleups per 1,000 businesses**, a key indicator of economic dynamism. **Ipswich (11.3) and West Suffolk (11.0) lead the way**, highlighting their role as hubs for high-growth firms and employment. However, **Babergh lags behind at 8.2 per 1,000 businesses**, reflecting an uneven distribution of scaleup activity across the county. Despite this, Suffolk outperforms **Norfolk (9.3) and Devon (9.2)** but remains behind regions such as **Somerset (12.2) and Essex (11.7)**. Strengthening **scaleup clusters and supporting business expansion across all districts** will be key to sustaining Suffolk's competitive edge.

- Suffolk's **enterprise ecosystem is expanding**, with **business incorporations increasing by 33% over the last five years**. The county saw **14.9 new incorporations per 10,000 working-age residents in 2023**, nearing the national average of **15.9** and signalling **a strong post-pandemic recovery in business activity**. **Wholesale & Retail incorporations surged by 254% since 2020**, while the **Professional, Scientific & Technical and Information & Communication sectors** also recorded promising growth. These sectors, while currently **underrepresented in Suffolk, offer high-value jobs and significant economic potential**. By fostering an **environment that supports knowledge-intensive industries**, Suffolk can **unlock new pathways for economic diversification and resilience**.

- Suffolk is also making **significant strides in securing Innovate UK funding**, with a **record £7.32 million awarded in 2022/23 across 48 projects**—a remarkable turnaround from **under £1 million in 2018/19**. While **funding per project (£152,500) remains below the England average of £315,720**, the gap is narrowing, showcasing Suffolk's progress in **attracting national innovation investment**. However, **funding per business unit (£199 compared to England's £732)** highlights an opportunity to **scale up R&D investment and ensure equitable resource allocation across the county**.

- Suffolk's innovation ecosystem benefits from the strengths of **Ipswich and West Suffolk**, where **scaleups and business activity are t**

- **ving**. However, disparities in **funding, enterprise growth, and sectoral representation—particularly in Babergh—underscore the need for targeted interventions**. Expanding the **Professional, Scientific & Technical and Information & Communication sectors** will be critical in **driving high-value job creation and strengthening Suffolk's knowledge economy**.

- By **leveraging its scaleup momentum, increasing business incorporations, and enhancing access to innovation funding**, Suffolk is well-positioned to **strengthen its innovation landscape**. **Addressing funding gaps, accelerating R&D investment, and fostering sector diversification** will ensure **innovation remains a cornerstone of Suffolk's long-term economic success**.

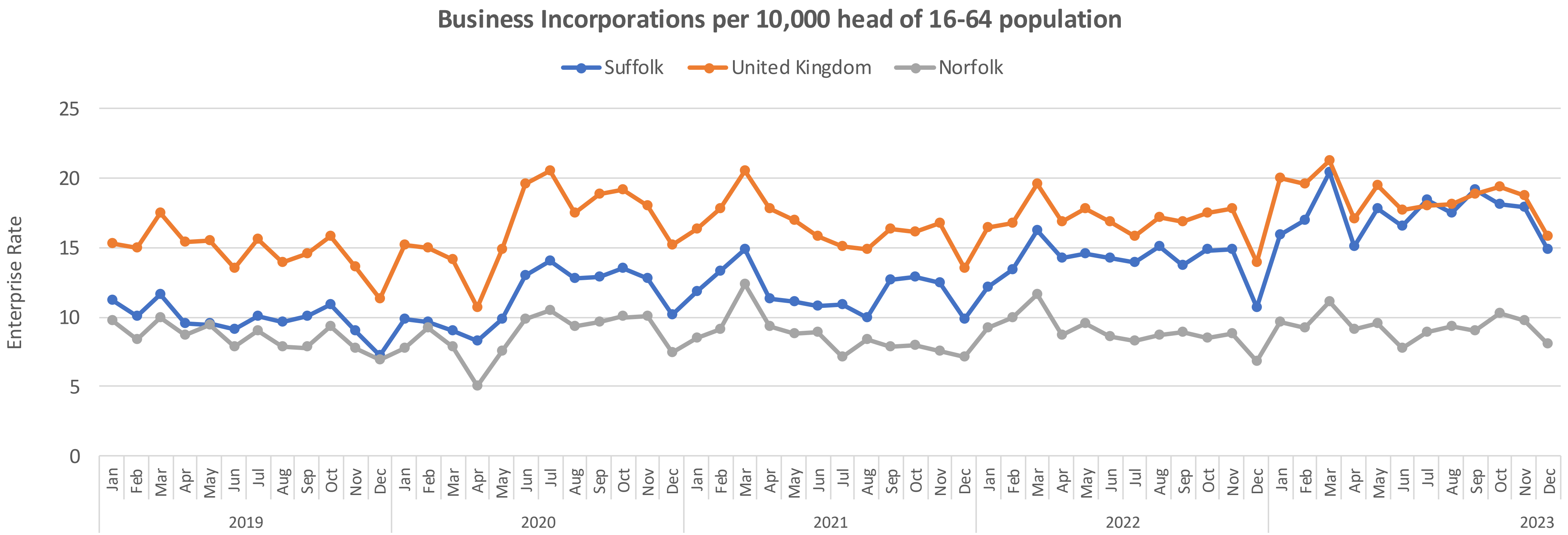
Headlines

- Over the last 5 years, **the number of business incorporations per 10,000 head of the 16-64 population has grown by 33%.**
- **Since the COVID-19 pandemic, business incorporations have been growing in Suffolk, closing the gap between themselves and the England average** – by the end of 2023, there were 14.9 business incorporations per 10,000 head of the 16-64 population, compared to 15.9 across the UK.
- **Wholesale & Retail have had bar far the largest number of business incorporations over the last 5 years, with numbers growing significantly after the COVID-19 pandemic** – increasing from 54 in March 2020 to 191 by December 2023 (a 254% increase).
- The relatively **high number of business incorporations in Professional, Scientific & Technical**, as well as **Information & Communication** should also be highlighted, with **these sectors having a high proportion of roles with above average salaries** yet are currently underrepresented in Suffolk.
- According to data from Beauhurst, **Suffolk currently has 10.0 scaleups per 1,000 businesses, exactly in line with the England average.**
- The districts in Suffolk with the highest volume of scaleups per 1,000 businesses are Ipswich (11.3) and West Suffolk (11.0).

Enterprise Rate

Average Enterprise Rate per annum					
Region	**2019**	**2020**	**2021**	**2022**	**2023**
Suffolk	9.8	11.3	11.8	14.0	17.4
United Kingdom	14.8	16.6	16.5	17.0	18.7
Norfolk	8.6	8.7	8.6	9.0	9.3

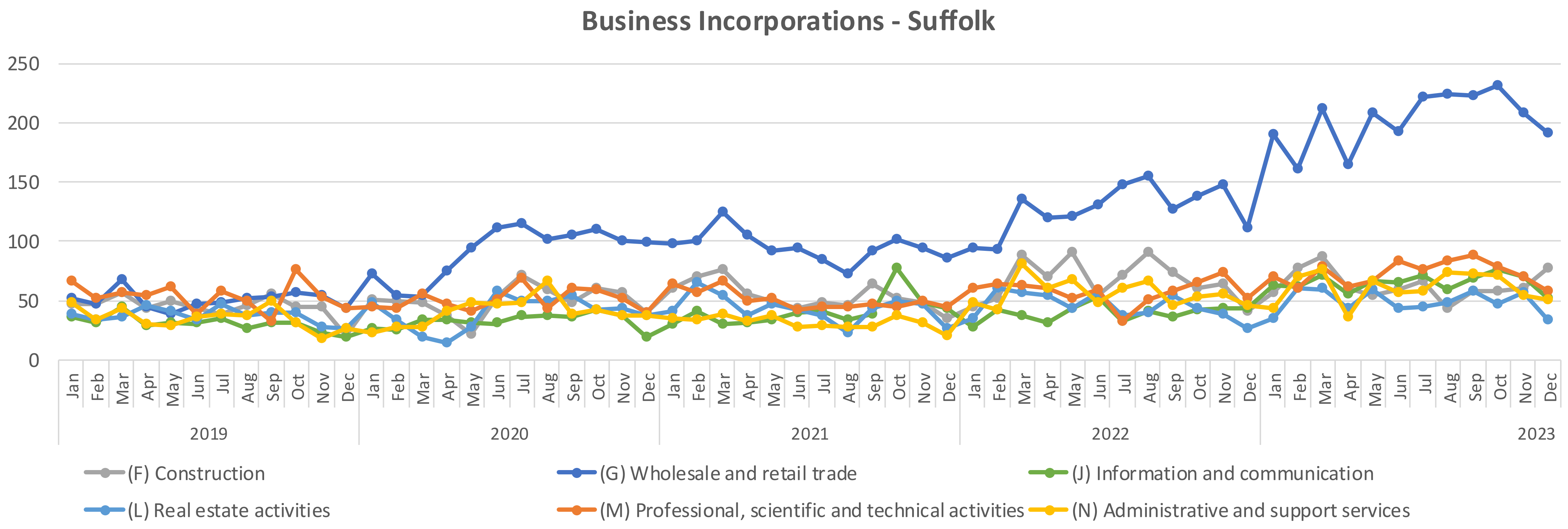
Source: FAME & Nomis, 2019-23



- Over the last 5 years, **the number of business incorporations per 10,000 head of the 16-64 population has grown by 33%.**
- Suffolk has consistently had a higher volume of business incorporations by 10,000 head of the 16-64 population than Norfolk.
- In 2019, Suffolk and Norfolk had a similar volume of business incorporations per 10,000 head of 16-64 population (11.2 and 9.7, respectively) which was notably below the England average (15.3).
- However, **since the COVID-19 pandemic, Suffolk has slowly been closely the gap between themselves and the England average** – by the end of 2023, there were 14.9 business incorporations per 10,000 head of the 16-64 population, compared to 15.9 across the UK.

Source: FAME, 2019-23

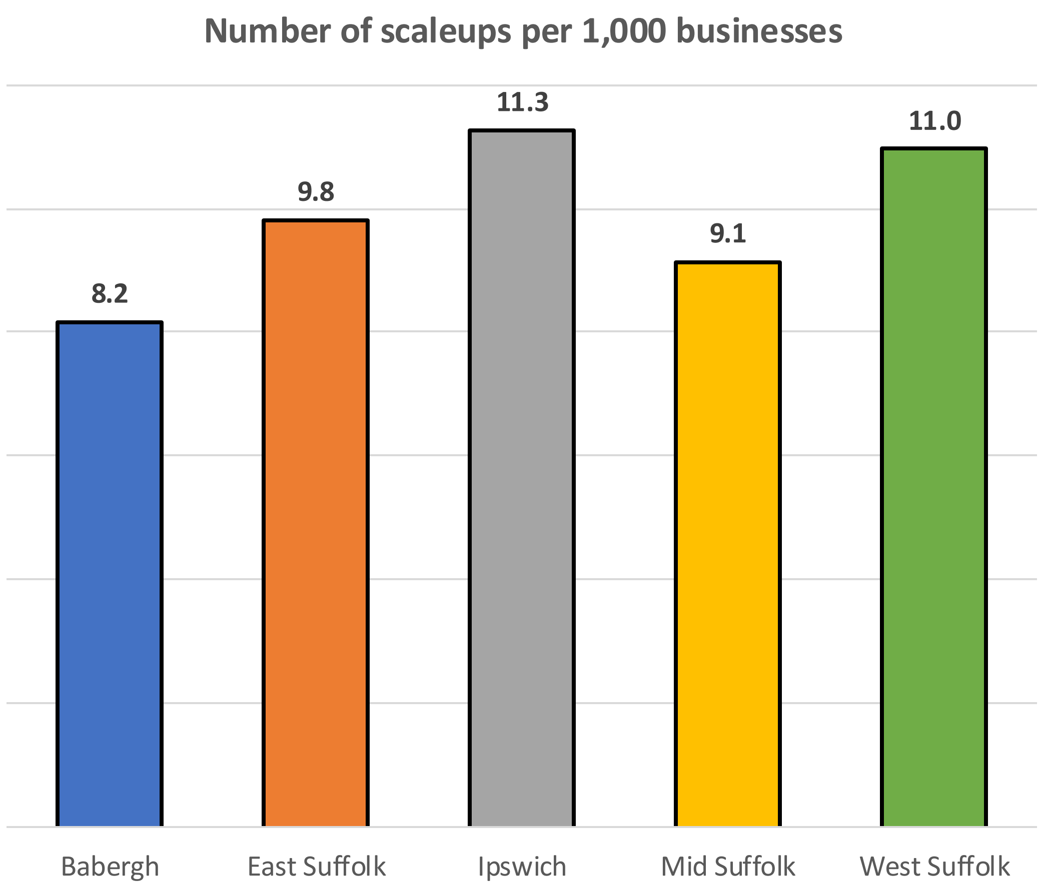
Business Incorporations by Industry



- The above graph shows the top 6 industries in terms of the number of business incorporations over the last 5 years.
- **Wholesale & Retail have had bar far the largest number of business incorporations over the last 5 years, with numbers growing significantly after the COVID-19 pandemic** – increasing from 54 in March 2020 to 191 by December 2023 (a 254% increase).
- The relatively **high number of business incorporations in Professional, Scientific & Technical**, as well as **Information & Communication** should also be highlighted, with **these sectors having a high proportion of roles with above average salaries** yet are currently underrepresented in Suffolk.

Average Number of Business Incorporations per annum by Industry					
Industry	**2019**	**2020**	**2021**	**2022**	**2023**
(A) Agriculture, forestry and fishing	7	7	7	7	6
(B) Mining and quarrying	1	1	1	1	1
(C) Manufacturing	17	23	21	25	27
(D) Electricty, gas, steam and air conditioning supply	1	1	1	1	1
(E) Water supply	1	2	2	2	2
(F) Construction	45	50	54	67	63
(G) Wholesale and retail trade	50	91	96	127	203
(H) Transport and storage	31	35	30	33	33
(I) Accommodation and food service activities	28	28	31	35	45
(J) Information and communication	31	33	41	40	65
(K) Financial and insurance activities	12	16	17	18	23
(L) Real estate activities	38	40	43	46	49
(M) Professional, scientific and technical activities	54	51	51	58	73
(N) Administrative and support services	35	40	32	56	61
(O) Public administration and defence	1	1	1	1	1
(P) Education	8	9	10	11	15
(Q) Human health and social work activities	20	17	20	25	28
(R) Arts, entertainment and recreation	11	14	15	14	16
(S) Other service activities	21	19	20	23	30
Other	7	6	6	7	6
Not Specified	12	13	20	16	17

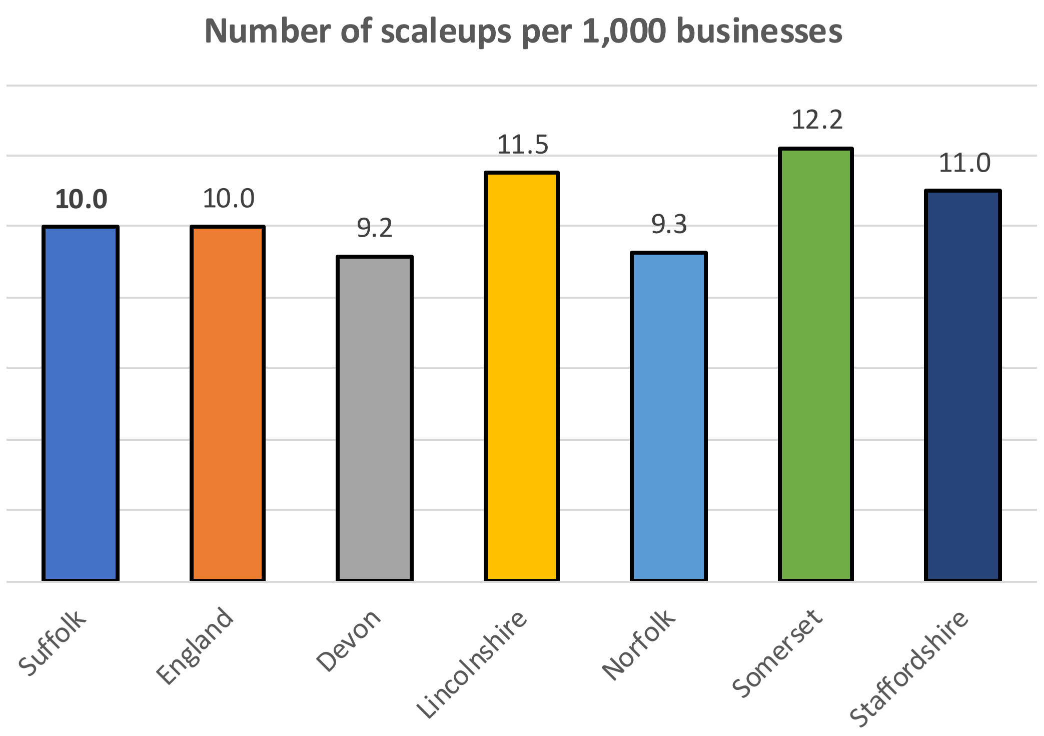
Scaleups - Districts

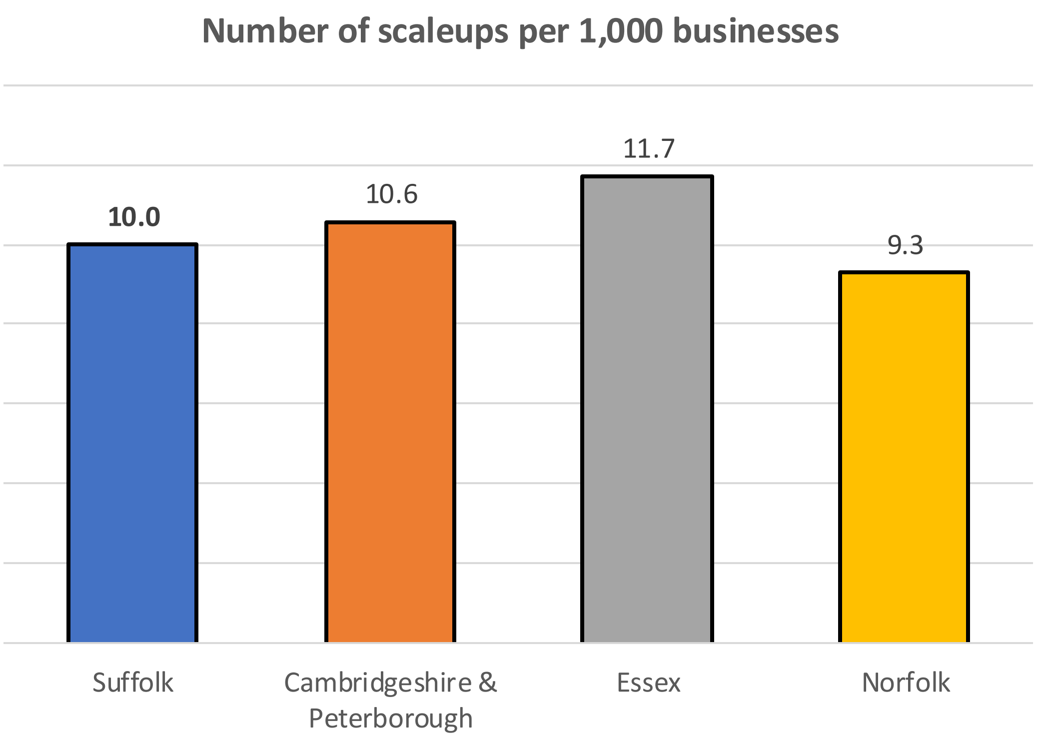


- *Note: The Beauhurst definition of a scaleup identifies companies achieving annualized growth in turnover or headcount of either 20% or more (high-growth) or 10% to less than 20% (moderate-growth) over three years. To qualify, companies must have at least 20 employees in the base year for headcount scaleups or a minimum turnover of £200,000 for revenue scaleups. Unlike the OECD/Eurostat definition, Beauhurst includes growth through acquisitions as a valid growth strategy, reflecting its focus on company-level dynamics.*
- The districts in Suffolk with the highest volume of scaleups per 1,000 businesses are Ipswich (11.3) and West Suffolk (11.0).
- Babergh has by far the fewest number of scaleups per 1,000 businesses in Suffolk (8.2).

Source: Beauhurst, 2024

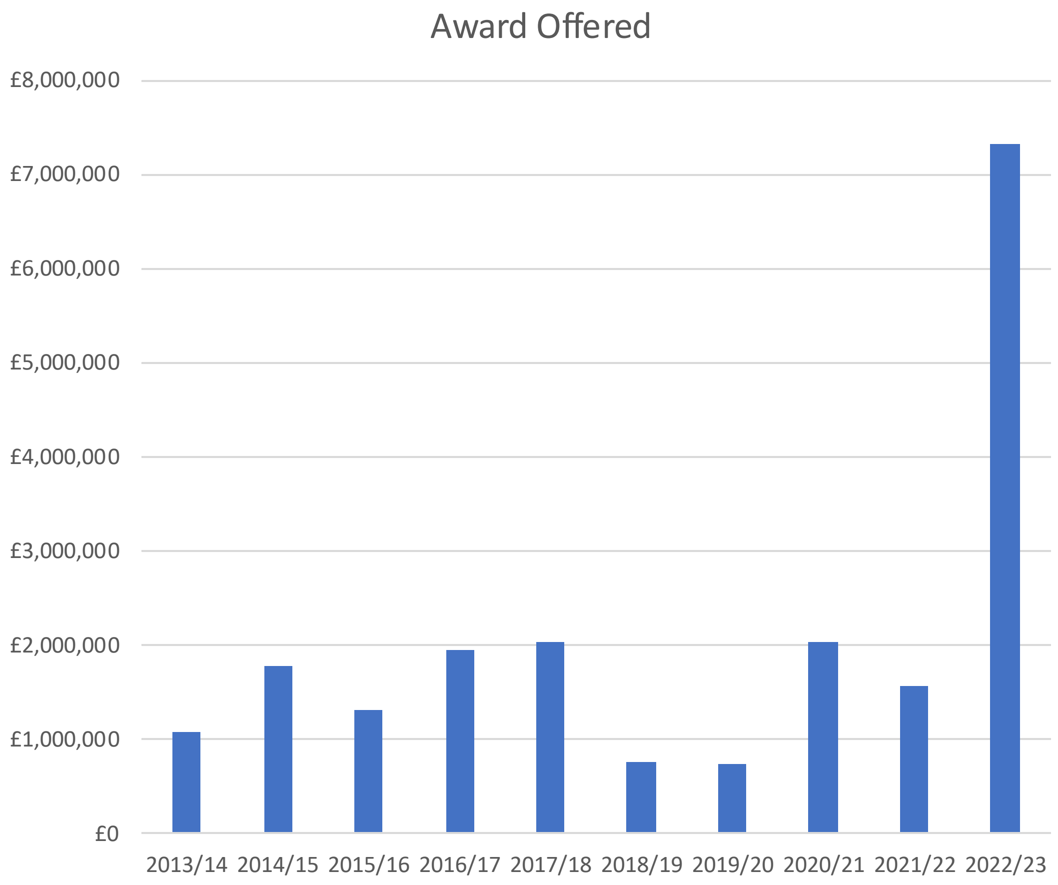
Scaleups – Statistical & Geographical Neighbours





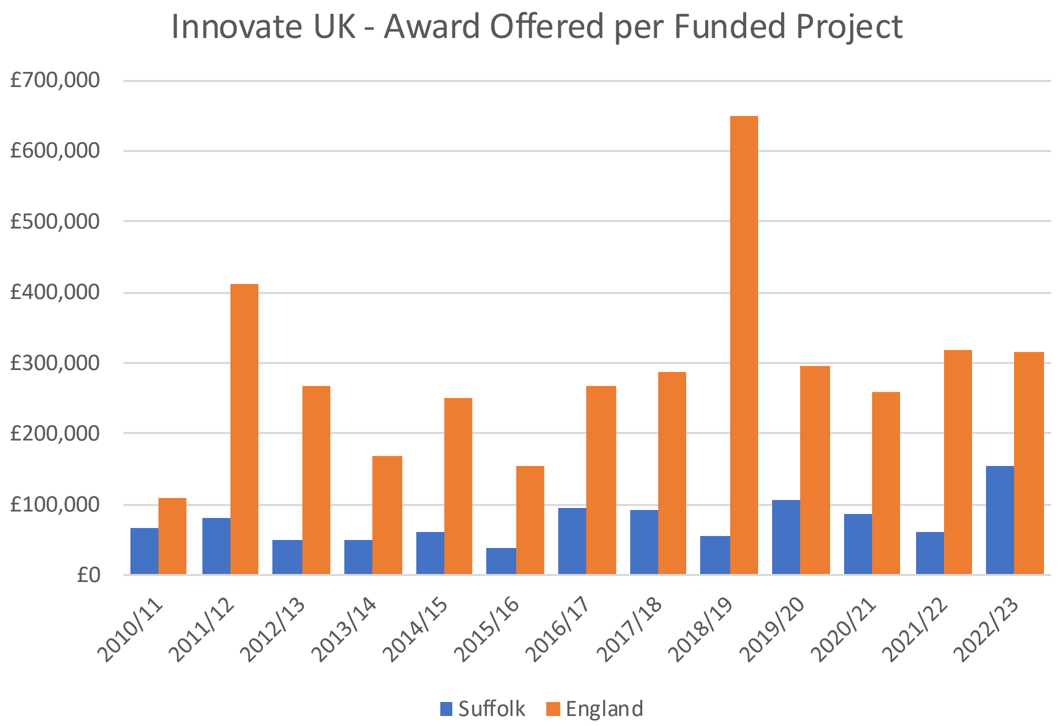
- According to data from Beauhurst, **Suffolk currently has 10.0 scaleups per 1,000 businesses, exactly in line with the England average.**
- Relative to Suffolk's statistical neighbours, Suffolk has a higher proportion of scaleups per 1,000 businesses than Norfolk (9.3) and Devon (9.2).
- However, Suffolk has a lower proportion of scaleups per 1,000 businesses than Somerset (12.2), Lincolnshire (11.5) and Staffordshire (11.0).
- Relative to Suffolk's geographical neighbours, Suffolk has a higher proportion of scaleups per 1,000 businesses than Norfolk (9.3), but a lower proportion than both Essex (11.7) and Cambridgeshire (10.6).

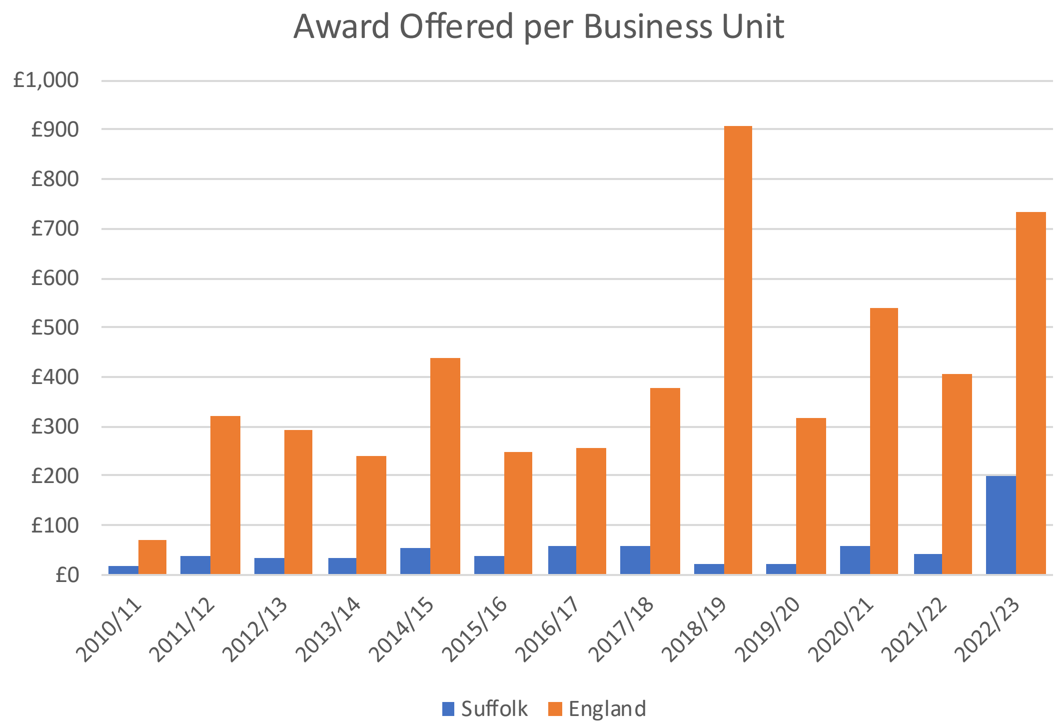
Innovate UK



- The number of projects funded has varied annually, ranging from a low of **7 projects in 2019/20** to a high of **48 projects in 2022/23**.
- Total award funding has increased significantly over time, reaching a peak of **£7.32 million in 2022/23**, reflecting strong recent investment.
- Funding dropped below **£1 million** in **2018/19 and 2019/20**, corresponding with fewer funded projects during those years.
- From **2020/21**, both the number of projects and funding have risen steadily, indicating a period of recovery and growth.
- **2022/23** saw record-breaking levels, with **48 projects** and **£7.32 million in funding**, significantly exceeding all previous years.
- The positive outcomes of this funding can be linked to earlier economic strategies and programmes – such as those produced by New Anglia LEP – which had a strong focus on supporting and encouraging innovation and helping businesses access funding and investment opportunities – e.g. Connected Innovation, the Innovation Grant Mentoring Programme, Agri-Tech Launchpad and Create Growth.

Innovate UK





- Suffolk's award offered per funding project peaked at £152,500 in 2022/23, compared to England's £315,720, highlighting a persistent gap in funding levels.
- England consistently provides significantly higher funding per project and per business unit, with notable disparities in years like 2018/19, where England's per business unit funding was £906 compared to Suffolk's £22.
- Suffolk's award offered per business unit increased to £199 in 2022/23, showing improvement but remaining much lower than England's £732 for the same year.
- Despite recent gains, Suffolk's funding levels continue to trail England's averages, underscoring a need for more equitable resource distribution.

Clean Growth

In this section we have assembled a number of metrics to help us understand our relative position – in terms of achieving tangible clean growth goals.

Clean growth is effectively the golden thread that we are aiming for throughout the Economic Strategy.

Therefore, we are keen to incorporate measures such as:

- Green Job Postings Analysis
- Domestic property EPC ratings
- Greenhouse Gas Emissions

Summary

- Suffolk is **at the forefront of the UK's clean growth agenda**, harnessing its strengths in **green jobs, skills development, and emissions reduction** to drive a sustainable future. As the UK transitions towards a **net-zero economy**, Suffolk is well-positioned to lead, leveraging its **strong clean energy sector, growing green skills base, and commitment to environmental innovation**.
- Over the past decade, Suffolk has seen a **surge in green job vacancies**, with monthly postings tripling from **14 in January 2014 to 47 in December 2023**. Demand for **Waste Management expertise is high**, with **214 unique job postings in 2023**, alongside strong recruitment needs in **engineering, management, and consultancy roles within the green sector**. While **median advertised salaries remain below the England average**, Suffolk's **relative affordability and skilled workforce make it an attractive location for businesses** looking to expand into the green economy. By **investing in upskilling and workforce reskilling**, Suffolk can **accelerate its leadership in sustainable employment opportunities**.
- Suffolk has also made **significant progress in emissions reduction**, achieving a **27% decrease in greenhouse gas emissions between 2012 and 2021**, closely aligned with national trends. **Transport remains the largest contributor (30%)**, particularly in **Babergh and Mid Suffolk**, while **domestic (23%) and industrial (20%) emissions** also play key roles. **West Suffolk has historically recorded the highest emissions per capita, while Ipswich has consistently maintained the lowest**, reflecting the varying industrial and residential landscapes across the county. Tackling emissions in **transport, housing, and industry will be central to Suffolk's long-term sustainability goals**.
- Energy efficiency remains an area for improvement. While **Suffolk's domestic Energy Performance Certificate (EPC) ratings align with the national average**, the county has a **higher proportion of properties with below-average energy efficiency ratings**. Upgrading housing stock and **supporting sustainable infrastructure development** will be crucial in ensuring that Suffolk delivers **on its clean growth ambitions**.
- The **green economy represents a major opportunity for inclusive, high-value job creation**. Green jobs in Suffolk offer an **average 34% income increase compared to other roles**, exceeding the **UK average uplift of 21%**. While wage differentials with the England average remain a challenge in attracting external talent, **Suffolk's opportunity lies in reskilling its existing workforce, ensuring competitive pay, and creating long-term career pathways in the green economy**.
- By **cutting emissions across key sectors, enhancing domestic energy efficiency, and expanding its green workforce**, Suffolk is well-positioned to **become a national leader in clean growth**. With **a strong foundation in renewable energy, a thriving low-carbon economy, and a commitment to workforce development**, Suffolk will **continue to power the UK's green transition while unlocking new economic opportunities for the future**.

Headlines

- There has consistently been **a higher growth rate in vacancies for Green Job Titles** in Suffolk than the average across all roles in Suffolk – in the 10-year period from 2014 to 2023, **the monthly vacancies for Green Job Titles has more than tripled**, increasing from 14 (Jan-14) to 47 (Dec-23).
- **In 2023, there was high demand for Waste Management skills** - 214 unique job postings referencing Waste Management, and the most in demand Green Job Title was Recycling Workers (38 unique job postings).
- **There was also notable demand for high-skilled occupations in the green sector**, such as engineers, managers and consultants.
- **The median advertised salary in Norfolk and Suffolk for Green Jobs and Green Skills is below the England average**, which is potentially going to make it difficult for local businesses to recruit from outside of the region due to not being able to offer a competitive salary.
- On the other hand, **this could be attractive for businesses interested in relocating to Norfolk and Suffolk as the cost for labour would fall**.
- **With the higher relative wages of Green Jobs, there is a strong opportunity to reskill the existing workforce** due to this attractive salary.
- **The EPC ratings of domestic properties in Suffolk reflect the England average very closely.**
- **Greenhouse gas emissions have steadily fallen** during the 10-year period from 2012 to 2021 – from 6,500 to 4,800 kilotonnes of carbon dioxide equivalents – **a decrease of 27%.**
- **This is roughly the same as the England average**, where greenhouse gas emissions have fallen by 28%.
- However, **per capita, Suffolk has historically always emitted a larger volume of greenhouse gases than the England average.**
- **The sector with the highest contribution to greenhouse gas emissions in Suffolk is Transport**, representing 30% of total greenhouse gas emissions locally.
- Babergh (41% of total emissions in Transport) and Mid Suffolk (35% of total emissions in Transport) are the core contributors to Suffolk transport emissions
- Other sectors in Suffolk with a significant proportion of greenhouse gas emissions are **Domestic** emissions (23%), as well as emissions from **Industry** (20%).
- **The district which has historically had the highest volumes of greenhouse gas emissions per capita is West Suffolk** – in 2021, West Suffolk emitted 8.9 tonnes of greenhouse gases per capita.
- **A significant proportion (29%) of West Suffolk greenhouse gas emissions are from Industry**.
- **The district which has historically had the lowest volumes of greenhouse gas emissions per capita is Ipswich** – in 2021, Ipswich emitted 3.4 tonnes of greenhouse gases per capita.

Source: Lightcast

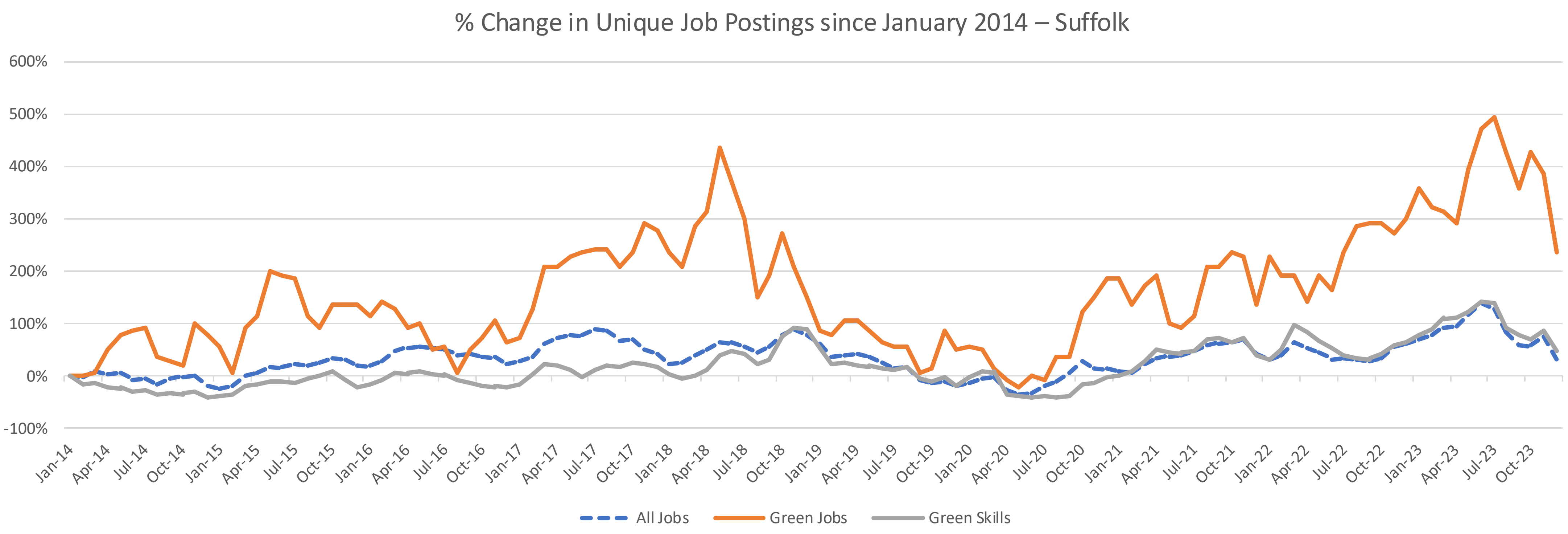
Green Job Postings Analysis

- EMSI has created a broad definition of Green Jobs through the collation of 363 job titles.
- These keywords are used to pick up all vacancies within the EMSI dataset that are connected to environmental sustainability. This includes:
  - Conservation
  - Green Education
  - Energy Efficiency
  - Environmental Health & Safety (H&S)
  - Environmental Services
  - Environmental Regulation
  - Renewable Energy
  - Scientific Research
  - Technical Green Occupations
  - Waste Management
- In addition, through analysing these Green Job vacancies EMSI has also been able to identify 107 specific Green Skills using their open library – a selection of these Green Skills can see on the right-hand side.

Skills for Green Jobs		'Greenifying' traditional jobs	
Environmental H&S	Recycling Manager	Environmental H&S	Ready Mix Drivers
Sustainability	Sustainability Consultants	Biomass Renewable Energy	Gas Engineers
Waste Management	Renewable Energy Engineers	Environmental Resource Management	Health & Safety Manager
ISO 14000 Series			

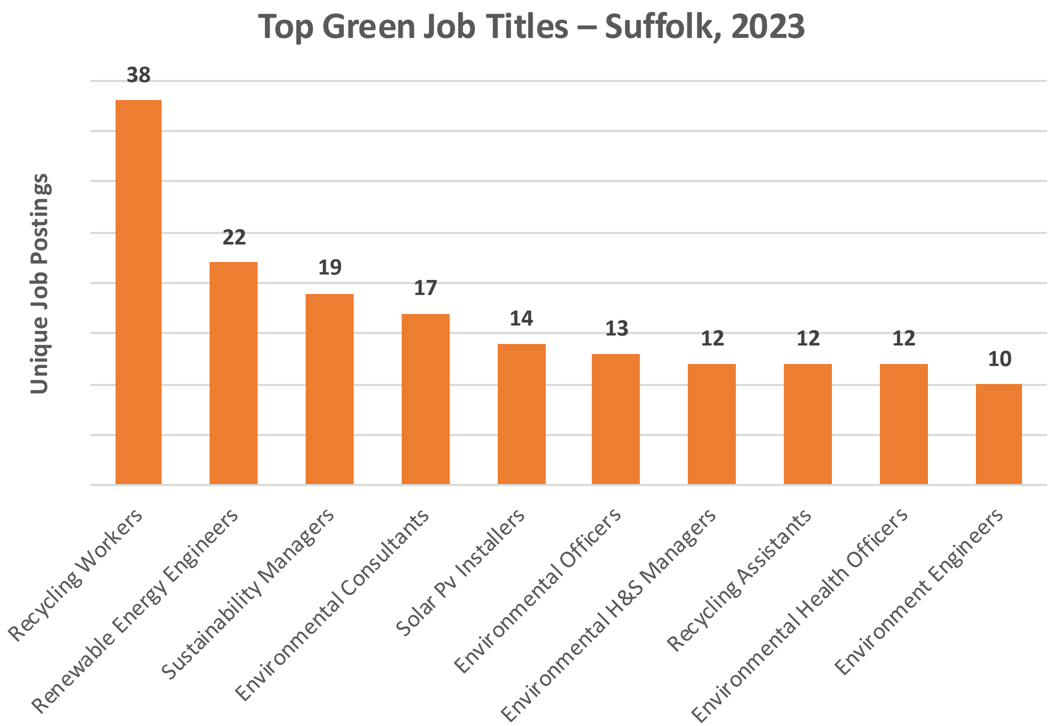
Source: Lightcast, 2014-23

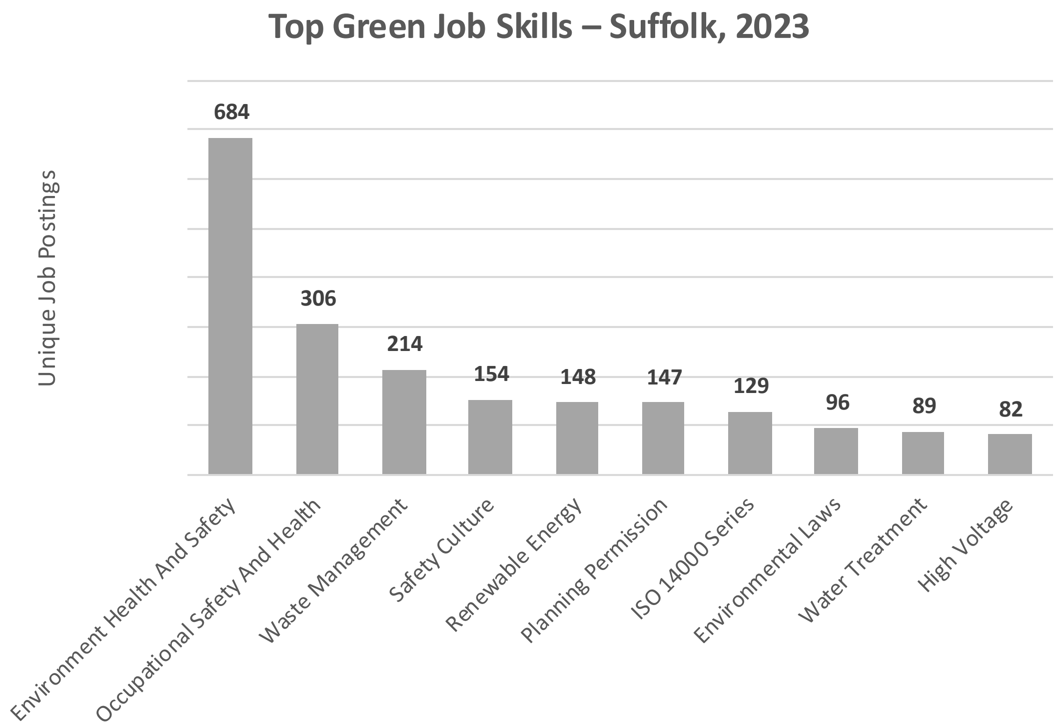
Green Job Postings



- The following graph illustrates the % change in unique job postings since 2014 for Green Job Titles, as well as job postings referencing Green Skills, relative to average across all job postings.
- As is evident, **there has consistently been a higher growth rate in vacancies for Green Job Titles in Suffolk than the county average** – in the 10-year period from 2014 to 2023, the monthly vacancies for Green Job Titles has more than tripled, increasing from 14 (Jan-14) to 47 (Dec-23).
- Green Skills captures any job posting which references a Green Skill, and thus is a measure of the "greenification" of traditional roles.
- The percentage change in job postings referencing Green Skills generally matches the county average, suggesting no significant "greenification".

Green Skills – Job Postings Analysis

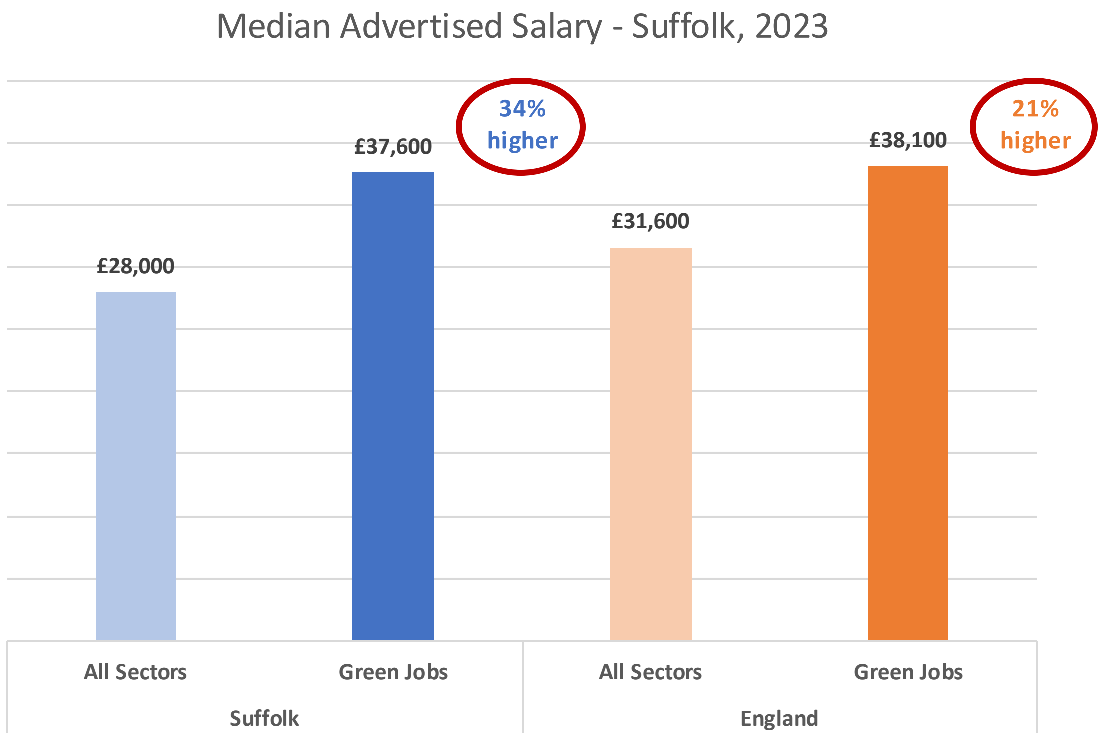


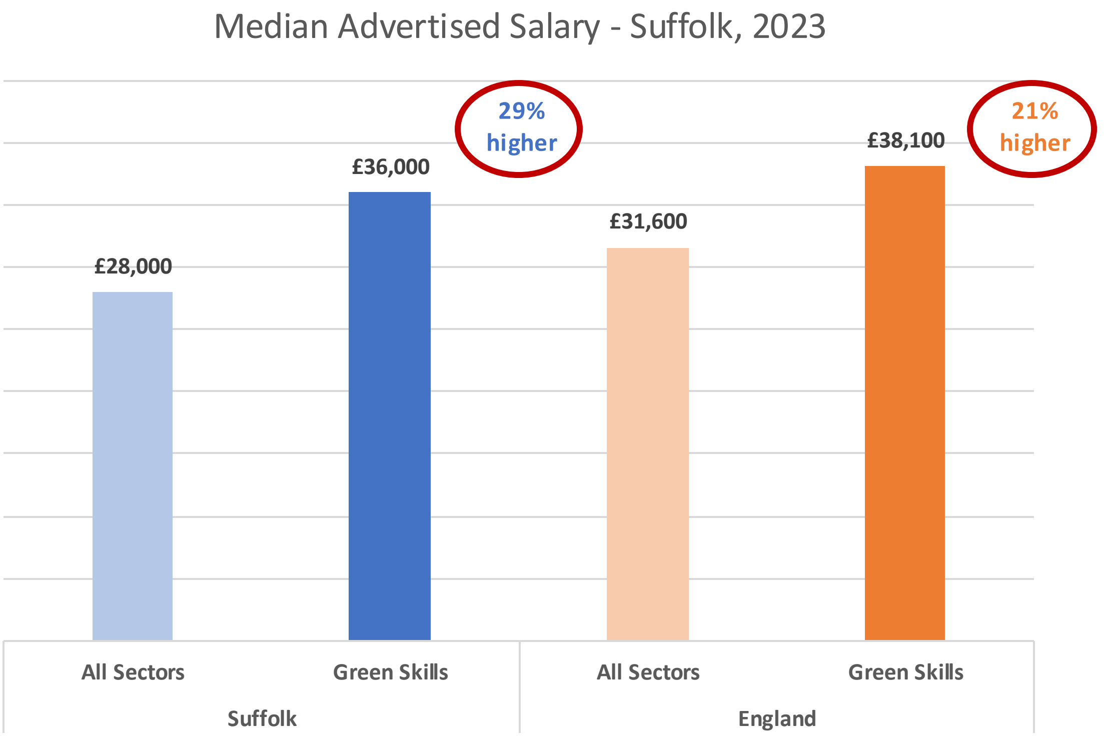


- In 2023, **the most in demand Green Job Title was Recycling Workers** (38 unique job postings) and **8th most in demand were Recycling Assistants** (12 unique job postings)
- There was demand for Waste Management skills beyond dedicated recycling occupations, with **214 unique job postings referencing Waste Management**.
- 3 of the 4 most in demand Green Skills in 2023 were related to Environmental Health & Safety – 684 unique job postings referenced Environment Health & Safety, 306 unique job postings referenced Occupational Safety & Health, and 154 unique job postings for Safety Culture.
- **There was also notable demand for high-skilled occupations in the green sector, such as engineers, managers and consultants.**

Source: Lightcast, 2023

Green Job Postings – Advertised Salary

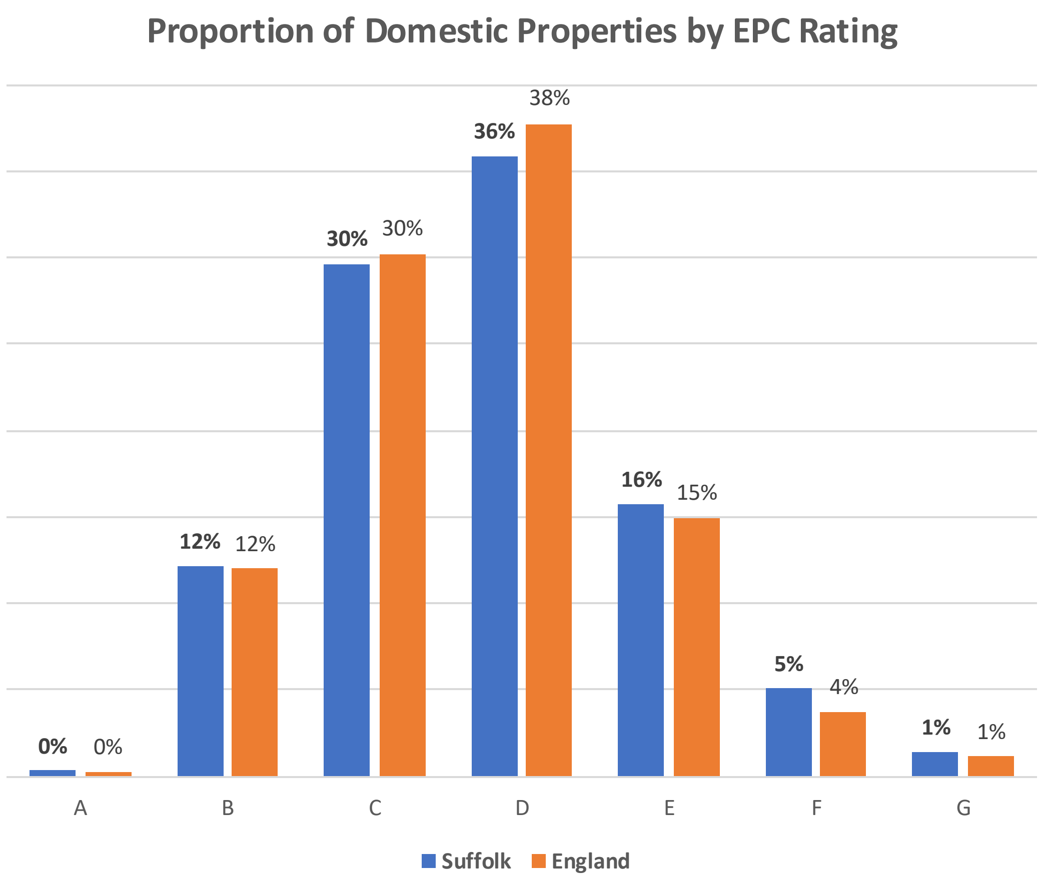




- **The median advertised salary in Norfolk and Suffolk for Green Jobs and Green Skills is below the England average**, which is potentially going to make it difficult for local businesses to recruit from outside of the region due to not being able to offer a competitive salary.
- On the other hand, **this could be attractive for businesses interested in relocating to Norfolk and Suffolk as the cost for labour would fall**.
- **With the higher relative wages of Green Jobs, there is a strong opportunity to reskill the existing workforce** due to this attractive salary.
- Furthermore, you are relatively better off if you work in the Norfolk and Suffolk green sector (34% increase in income for Green Jobs, 29% increase in income for Green Skills) in comparison with the UK average (21% increase for both).

Source: EPCs for Buildings Register, 2023

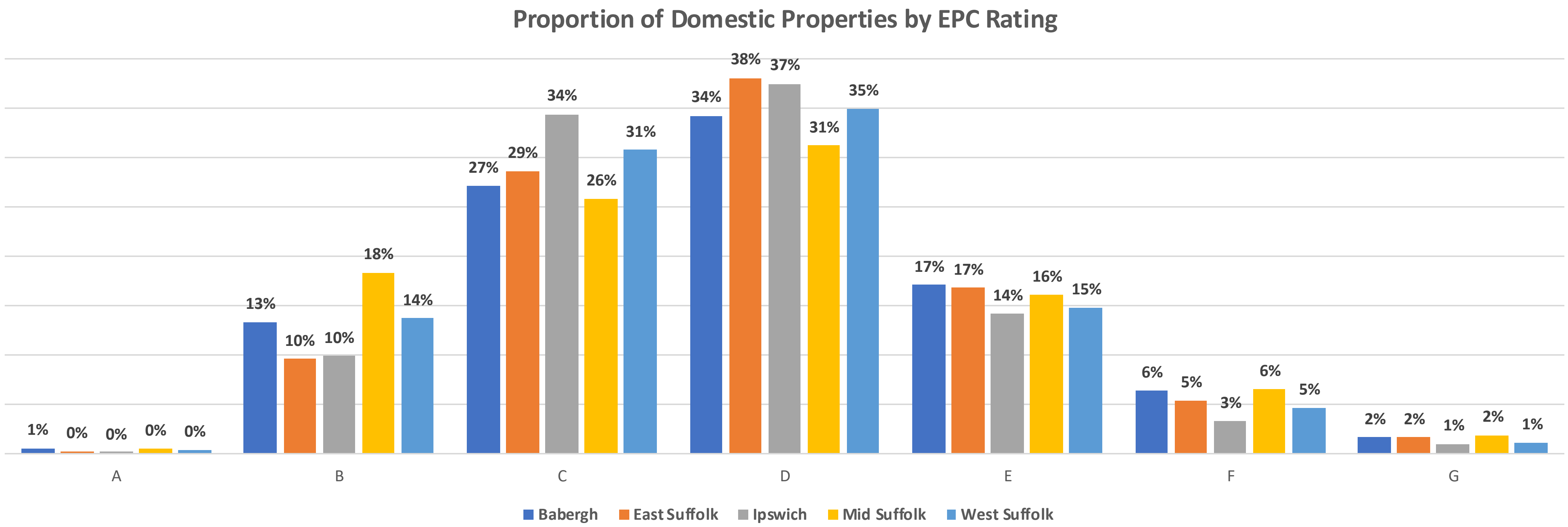
Domestic EPC Ratings



- **The EPC ratings of domestic properties in Suffolk reflect the England average very closely.**
- However, Suffolk is slightly skewed towards properties with below average EPC ratings – compared to the England average, Suffolk has the same proportion of properties with an EPC rating of C and above, however Suffolk has a greater proportion of properties with an EPC rating of E or less.

Source: EPCs for Buildings Register, 2023

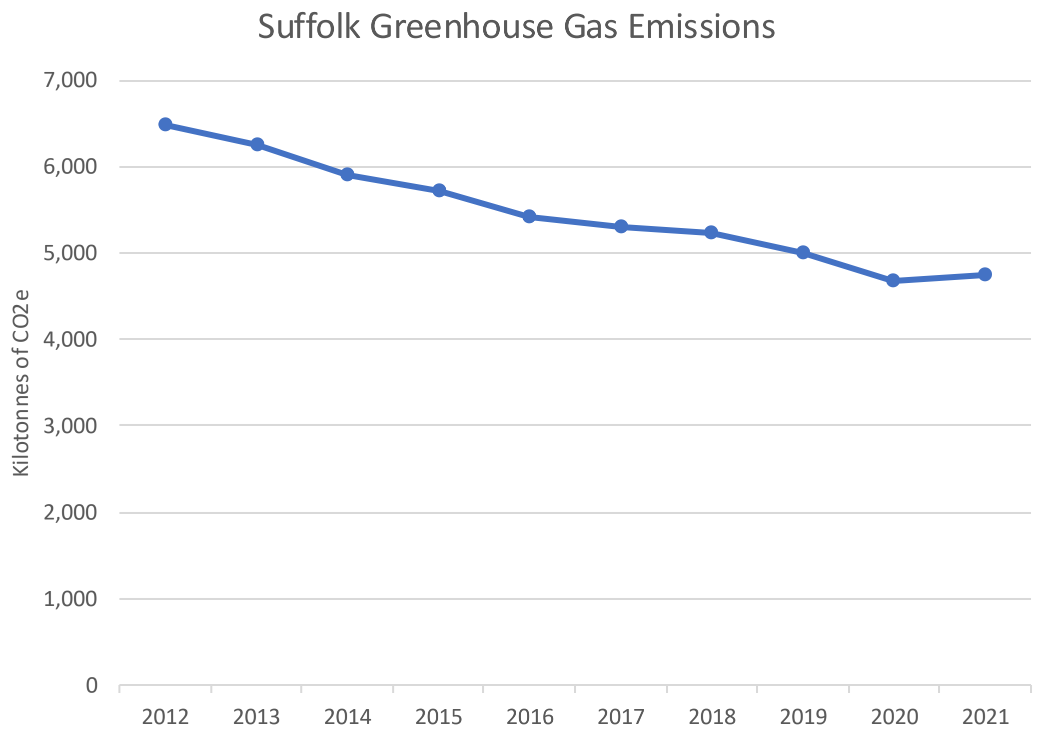
Domestic EPC Ratings - Districts

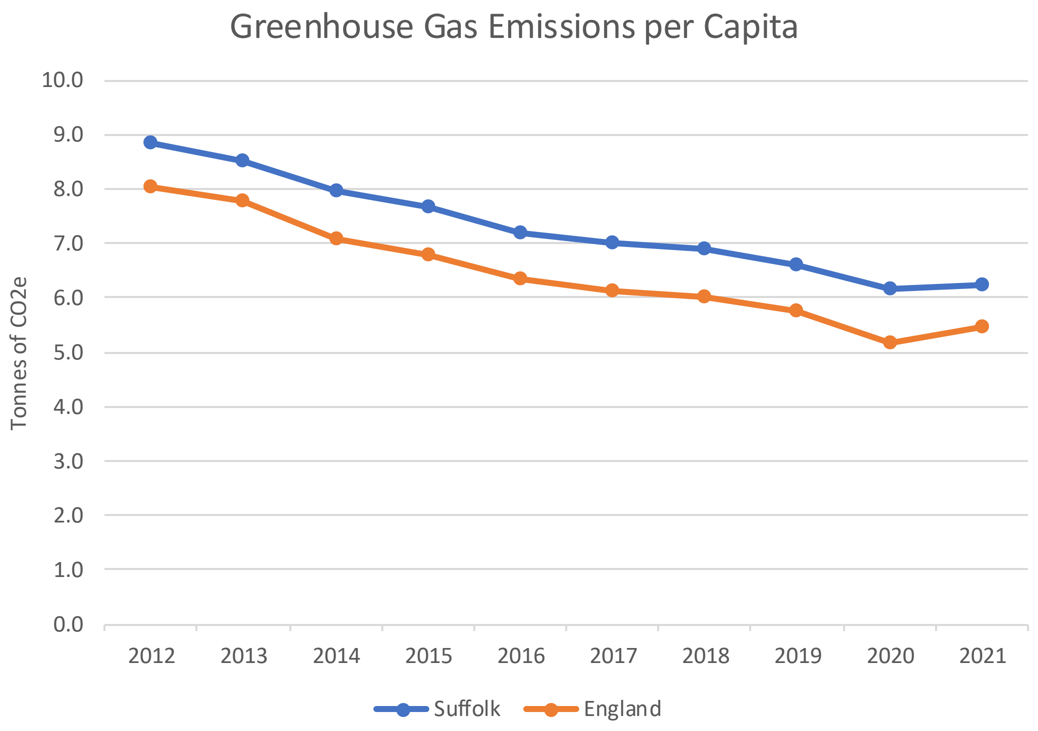


- Suffolk's EPC ratings align closely with England, with 36% of homes rated D and 30% rated C, the most common ratings across both areas.
- A ratings are almost nonexistent, with 0% in Suffolk and England, except for Babergh (1%).
- B ratings vary within Suffolk, ranging from 10% in East Suffolk and Ipswich to 18% in Mid Suffolk, indicating disparities in energy efficiency across districts.
- Lower efficiency ratings (E, F, and G) account for 22% of Suffolk's homes, comparable to national levels, though slightly higher in Babergh and Mid Suffolk.

Source: Department for Energy Security & Net Zero, 2012-21

Greenhouse Gas Emissions





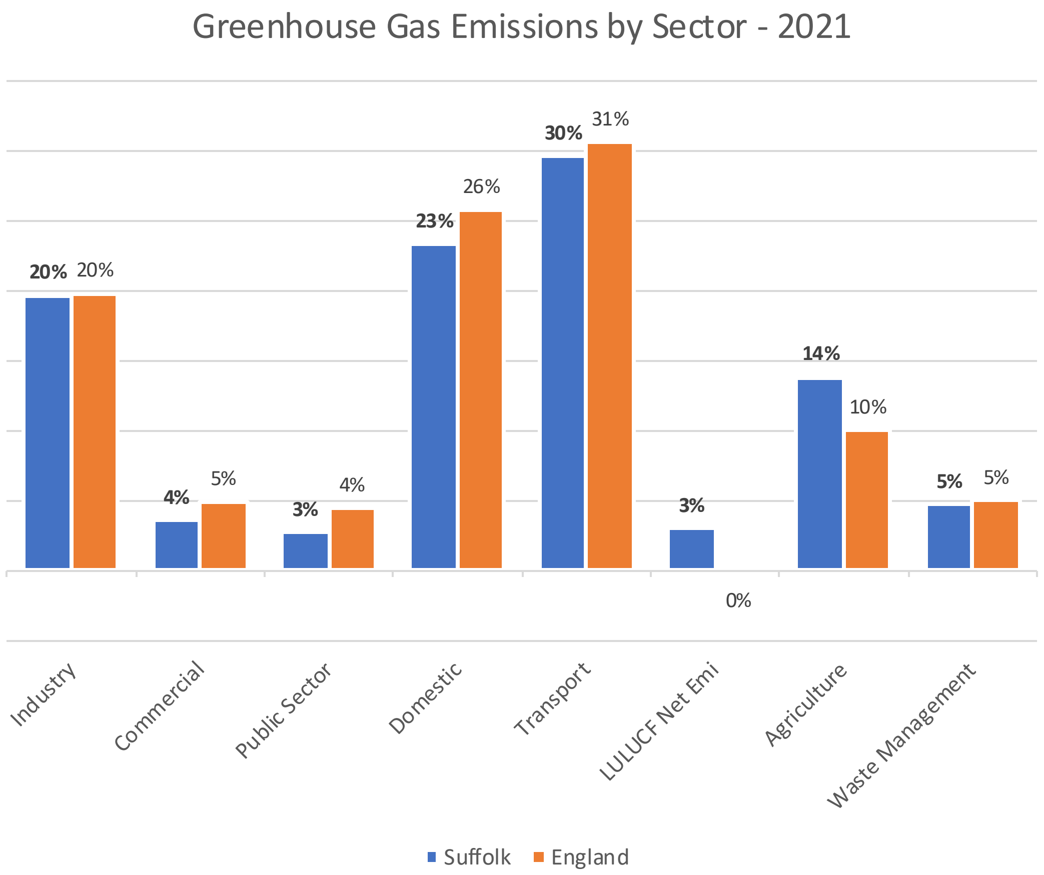
- **Greenhouse gas emissions have steadily fallen** from 6,500 to 4,800 kilotonnes of carbon dioxide equivalents during the 10-year period from 2012 to 2021 – **a decrease of 27%.**
- **This is roughly the same as the England average**, where greenhouse gas emissions have fallen by 28%.
- **However, per capita, Suffolk has historically always emitted a larger volume of greenhouse gases than the England average.**

Greenhouse Gas Emissions (Kilotonnes of CO2e)										
Region	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**
Suffolk	6,492	6,261	5,911	5,720	5,410	5,313	5,226	5,012	4,686	4,754

Greenhouse Gas Emissions per capita (Tonnes of CO2e)										
Region	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**
Suffolk	8.9	8.5	8.0	7.7	7.2	7.0	6.9	6.6	6.1	6.2
England	8.0	7.8	7.1	6.8	6.3	6.1	6.0	5.7	5.2	5.5

Source: Department for Energy Security & Net Zero, 2021

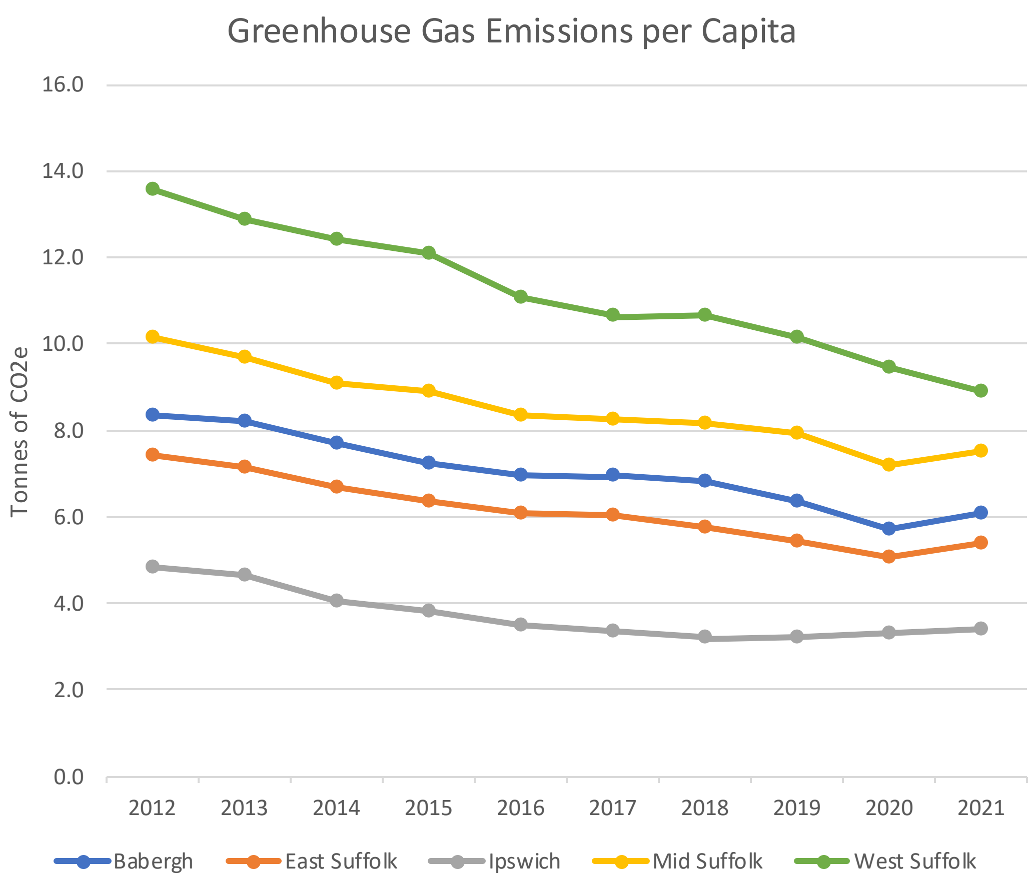
Greenhouse Gas Emissions by Sector



- In 2021, Suffolk had an almost identical distribution of greenhouse gas emissions by sector to the England average.
- The key areas of discrepancy between Suffolk and the England average are the larger proportion of emissions from Agriculture (14% of total greenhouse gas emission locally, relative to 20% across England) and Land Use, Land-Use Change and Forestry (LULUCF) Net Emissions (3% locally, relative to 0% across England).
- **The sector with the highest contribution to greenhouse gas emissions in Suffolk is Transport**, representing 30% of total greenhouse gas emissions locally.
- Other sectors in Suffolk with a significant proportion of greenhouse gas emissions are **Domestic** emissions (23%), as well as emissions from **Industry** (20%).

Source: Department for Energy Security & Net Zero, 2012-21

Greenhouse Gas Emissions - Districts

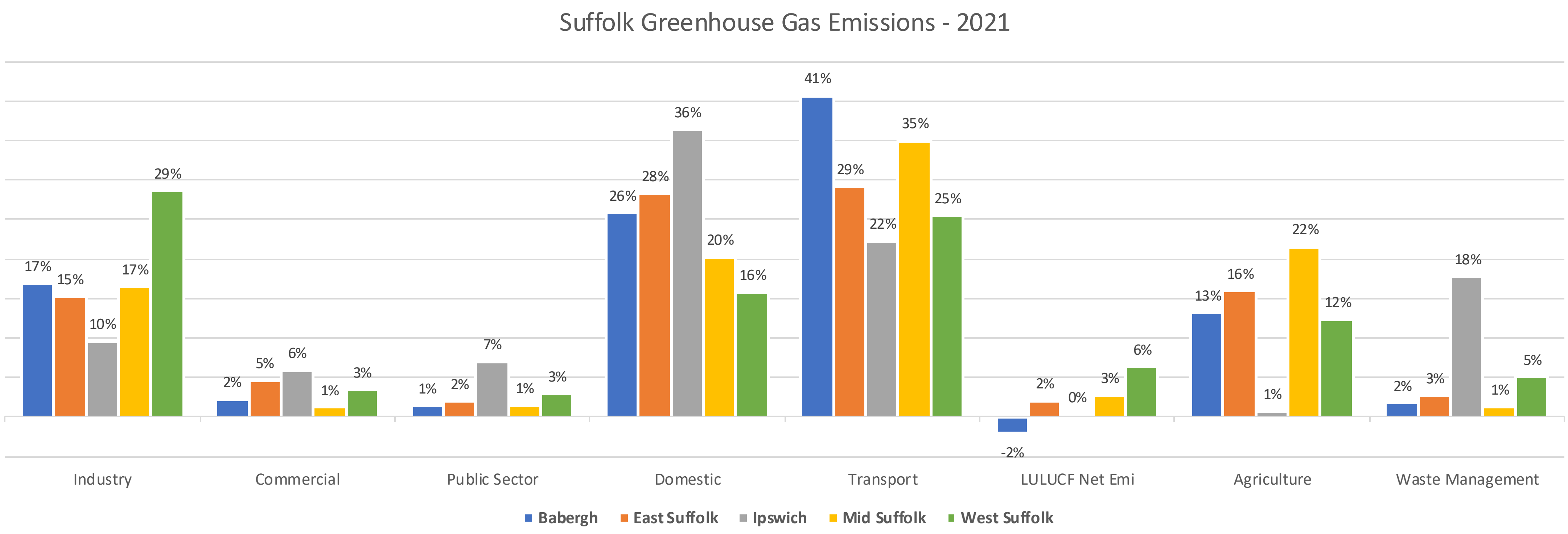


- Over the 10-year period from 2012 to 2021, greenhouse gas emissions having steadily fallen in every district in Suffolk.
- **The district which has historically had the highest volumes of greenhouse gas emissions per capita is West Suffolk** – in 2021, West Suffolk emitted 8.9 tonnes of greenhouse gases per capita.
- **The district which has historically had the lowest volumes of greenhouse gas emissions per capita is Ipswich** – in 2021, Ipswich emitted 3.4 tonnes of greenhouse gases per capita.

Greenhouse Gas Emissions per capita (Tonnes of CO2e)										
Region	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**	**2023**
Babergh	8.4	8.2	7.7	7.2	7.0	7.0	6.8	6.4	5.7	6.1
East Suffolk	7.4	7.2	6.7	6.4	6.1	6.0	5.8	5.4	5.1	5.4
Ipswich	4.8	4.6	4.0	3.8	3.5	3.3	3.2	3.2	3.3	3.4
Mid Suffolk	10.2	9.7	9.1	8.9	8.4	8.2	8.2	7.9	7.2	7.5
West Suffolk	13.6	12.9	12.4	12.1	11.1	10.6	10.7	10.2	9.5	8.9

Source: Department for Energy Security & Net Zero, 2021

Greenhouse Gas Emissions by Sector - Districts



- As mentioned previously, the sector with the highest contribution to greenhouse gas emissions in Suffolk is Transport, representing 30% of total greenhouse gas emissions locally – Babergh (41% of total emissions in Transport) and Mid Suffolk (35% of total emissions in Transport) are the core contributors to Suffolk transport emissions.
- Due to the population density of Ipswich relative to the rest of the county, it is not surprising that **Ipswich has a notably higher proportion of Domestic Emissions, as well as emissions from Waste Management.**
- Another key point is the **significant proportion (29%) of West Suffolk greenhouse gas emissions that are from Industry**.

Skills & Labour Market Analysis

The purpose of this section is to analyse the provision and attainment of skills in relation to the sector-specific demand across Suffolk.

This includes:

- Sector Jobs & Vacancies
- Qualification Levels
- STEM Analysis
- Skills Shortage Analysis
- Apprenticeship Analysis

Summary

- Suffolk's economy is **driven by a skilled workforce**, but ensuring **skills provision meets sector demands** remains key. Addressing **qualification gaps, strengthening STEM pathways, and expanding apprenticeships** will build a **resilient talent pipeline** to support **high-growth and emerging sectors**.
- Suffolk's workforce has **strong foundational qualifications**, with **91% of residents holding Level 1+ qualifications** and **89% achieving Level 2+**, outperforming **England's 89% and 87% averages**. The proportion of residents **with no formal qualifications (6%) is in line with national levels**, providing a **solid baseline for workforce participation**.
- However, **higher qualification levels remain a challenge**. Only **59% of residents achieve Level 3+ qualifications (67% nationally)**, while just **37% hold Level 4+ (47% nationally)**. **Bridging this gap is critical** to ensuring Suffolk can **support knowledge-based industries and attract investment into high-value sectors**.
- Suffolk also faces a **STEM skills gap**, with just **37% of higher education graduates in STEM fields**, compared to **42% nationally**. While **medicine-related subjects perform well, other STEM disciplines lag behind**. In contrast, **business and social sciences dominate non-STEM qualifications (48%)**, presenting an **opportunity to rebalance the skills mix**.
- The county has **strong demand for finance-related skills**, especially in **auditing and accounting**, as well as **healthcare roles** like **nursing and personal care**. However, **these skills are underrepresented locally**, as **CVs don't align with job postings**, suggesting **a need for better workforce planning**.
- Suffolk's **employment landscape mirrors national trends** in some sectors while diverging in others. **Wholesale & Retail and Health are the county's largest employment sectors**, aligning with national patterns. However, **agriculture, forestry, and fishing account for 3.2% of employment (1.4% nationally)**. **ICT & Digital Creative remains underdeveloped**, employing **only 3% of workers, compared to 5% nationally**, and **Professional, Scientific & Technical services employ just 5% of Suffolk's workforce, compared to 10% nationally**, signaling a **need to expand high-value industries**.
- Suffolk's **apprenticeship achievements align with national averages**, with **strengths in agriculture and healthcare**. However, **critical gaps exist in Engineering & Manufacturing Technologies (12% locally vs. 15% nationally) and Information & Communication Technology (5% vs. 6%)**, sectors **vital to Suffolk's ambitions in Clean Growth and Digital Innovation**. Expanding apprenticeships in **engineering, ICT, and advanced manufacturing** will be key to **securing long-term economic success**.
- Employment patterns vary across the county. **East Suffolk has strong employment in Transport & Storage (10.1%)**, while **West Suffolk leads in Business Administration & Support Services (20.7%). Recognising these district-level strengths will help tailor workforce strategies.**
- By **strengthening qualification pathways, expanding STEM and digital skills, and aligning apprenticeships with sector needs**, Suffolk can **future-proof its workforce**. Investing in **skills development and talent retention** will be key to **driving innovation, boosting productivity, and securing long-term prosperity**.

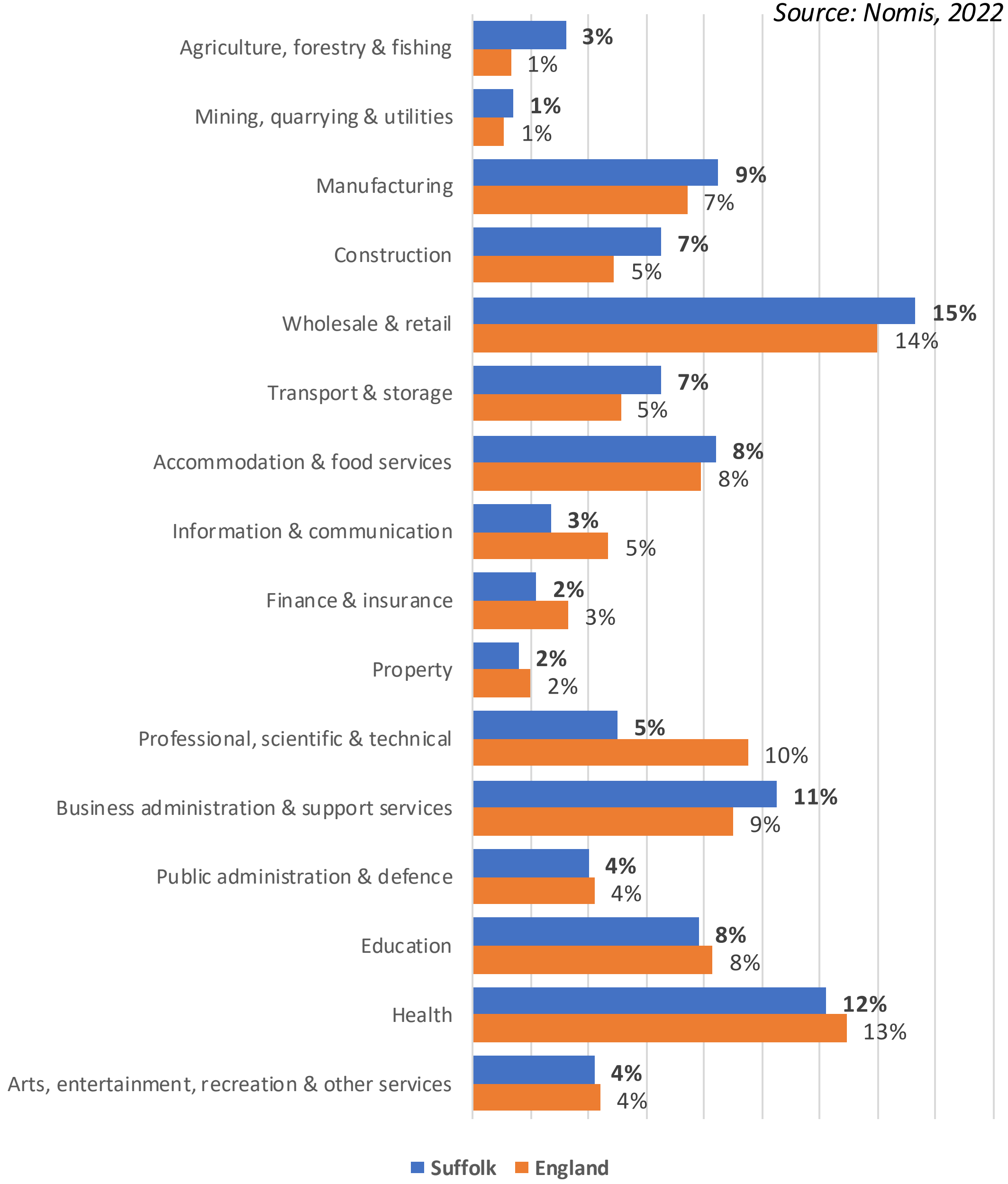
Headlines

- Whilst Suffolk matches or outperforms England at lower qualification levels, with **91% of residents holding Level 1+ qualifications** (compared to 89% nationally) and **89% holding Level 2+ qualifications** (compared to 87%), progression to higher qualifications remains a challenge.
- At Level 3+, there is an **8% gap between Suffolk (59%) and England (67%)**, and this gap widens further at Level 4+, with **37% of Suffolk residents achieving advanced qualifications compared to 47% nationally**. Additionally, **6% of Suffolk residents have no qualifications**, which is slightly better than the England average of 6%. These statistics underline the importance of improving access to and progression within higher education opportunities in the region.
- There are **below average numbers of HE Qualifiers in STEM subjects in Suffolk**, with 37% in Suffolk and 42% across England. There above average numbers of HE Qualifiers in Suffolk in subjects allied to medicine (22% locally, relative to 11% across England), however there are below average numbers in all other STEM subjects.
- **Finance skills are in high demand in Suffolk** - the three specialised skills with the highest frequency in job postings are Finance, Auditing, and Accounting, referenced in 4.0%, 3.8%, and 3.6% of Suffolk job postings, respectively. **Healthcare related skills are also in high demand in Suffolk** - Personal Care, Mental Health, and Nursing all feature in the top ten most frequently referenced specialised skills (referenced in 3.1%, 2.6%, and 2.5% of Suffolk job postings, respectively).
- In the 2022/23 academic year, **Suffolk had relatively similar numbers of apprenticeship achievements to the England average across all subject areas**. However, **notable weakness in Suffolk are Engineering and Manufacturing Technologies** – with 12% of local achievements relative to 15% across England – **as well as Information and Communication Technology** – with 5% of local achievements relative to 6% across England. These subject areas are particularly important for the region considering the importance of engineering skills for the region's Clean Growth strategic opportunity, as well as for ICT skills for the regions ICT and Digital Creative strategic opportunity.

Employment by Industry

- **The largest sectors of employment in Suffolk are the wholesale & retail and health sectors**, making up 15% and 12% of the workforce, respectively. This is roughly the same as the England average, where they each contribute 14% and 13% respectively.
- The Suffolk Economic Strategy outlines three high growth sectors: Clean Energy, Agri-Food & Drink, and Ports & Logistics. Suffolk also has ambitions to be pioneers in Tech Convergence.
- **Agri-Food & Drink** can be roughly mapped to "agriculture, forestry and fishing" plus "accommodation and food services", which contribute 3% and 8% of the total employment of Suffolk. **This is a clear strength of Suffolk**, with these sectors only contributing 9% combined across England.
- Furthermore, **Ports & Logistics** can be mapped to "transport & storage" which represents 7% of employment in the Suffolk economy, above the England average (5%), evidencing that **this sector is a local strength**.
- However, **there are improvements needed deliver Tech Convergence** – as becomes clear when mapped against "Information & Communication", with the sector making up 3% of the area's employment, whilst it represents 5% across England. **This highlights the scale of the growth opportunity in Tech Convergence in Suffolk.**
- The other main area of discrepancy between Norfolk and Suffolk and the England average is the notable lack of employment within the professional, scientific and technical sector (5%), relative to the England average (10%).

Source: Nomis, 2022

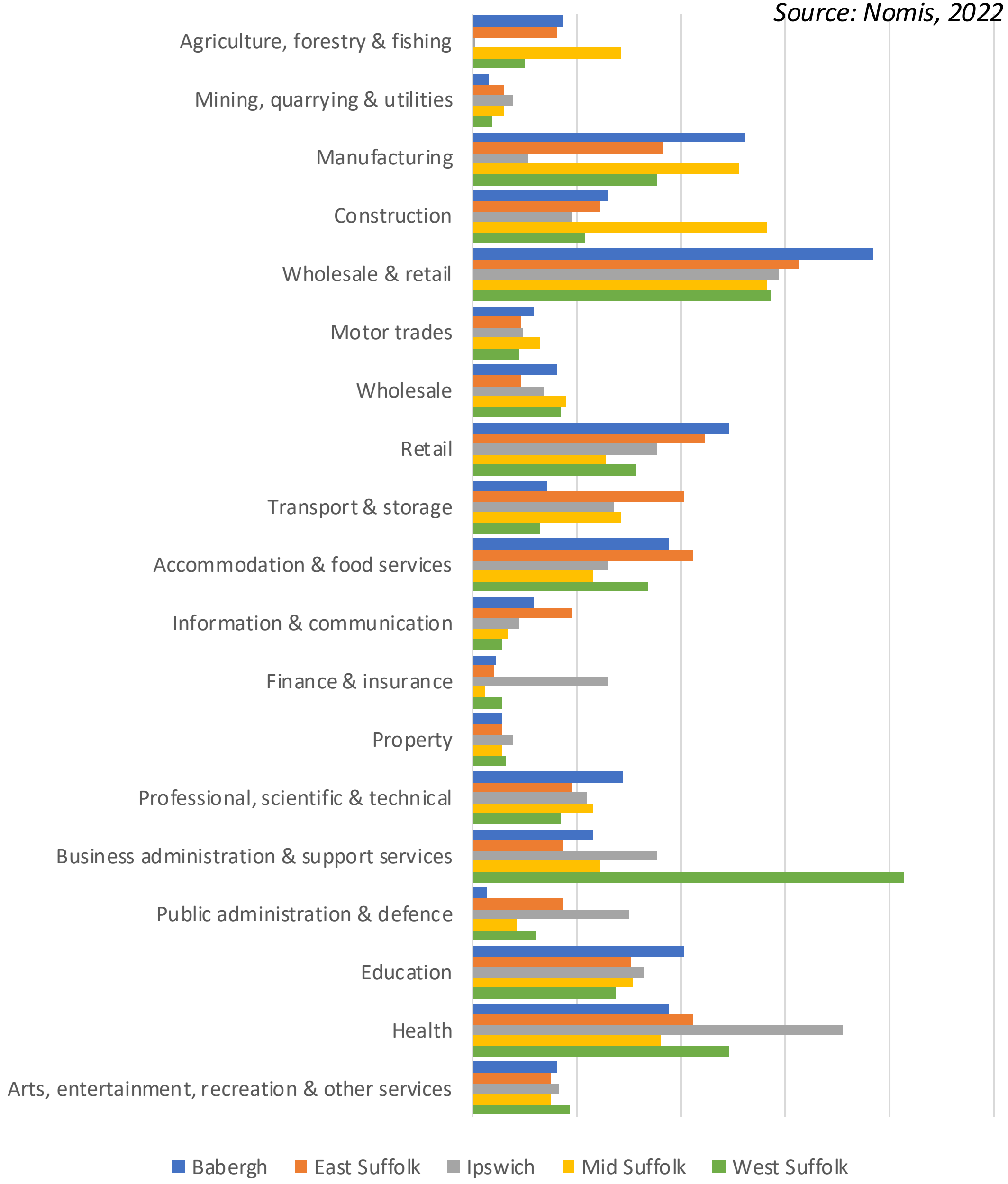


Employment by Industry		
Industry	**Suffolk**	**England**
Agriculture, forestry & fishing	3.2%	1.3%
Mining, quarrying & utilities	1.4%	1.1%
Manufacturing	8.5%	7.4%
Construction	6.5%	4.9%
Wholesale & retail	16.4%	13.4%
Motor trades	2.4%	1.8%
Wholesale	3.5%	3.8%
Retail	9.4%	8.4%
Transport & storage	6.5%	5.1%
Accommodation & food services	8.4%	7.9%
Information & communication	2.7%	4.7%
Financial & insurance	2.2%	3.3%
Property	1.6%	2.0%
Professional, scientific & technical	5.0%	9.5%
Business administration & support services	10.5%	9.0%
Public administration & defence	4.0%	4.2%
Education	7.8%	8.3%
Health	12.2%	12.9%
Arts, entertainment, recreation & other services	4.2%	4.4%

Employment by Industry (Districts)

- **Wholesale & Retail** is the sector with the highest employment proportion in **Babergh, East Suffolk, and Mid Suffolk**, highlighting the importance of this sector in these districts.
- **Mid Suffolk** also stands out for having a high proportion of employment, 14.1%, in the **Construction** sector.
- **East Suffolk** stands out with a higher focus on the **Transport & Storage** sector (10.1% of total employment) and an integral part of Suffolk's high growth sector, **Ports & Logistics**.
- In **Ipswich**, the **Health** sector takes the lead with 17.8% of total employment, indicating a significant focus on healthcare services.
- Other relative strengths of **Ipswich** are **Financial & Insurance** and **Public Administration & Defence**, with 6.5% and 7.5% of total employment, respectively.
- **West Suffolk** stands out with **Business Administration & Support Services** as its leading employment sector, with 20.7% of total employment.

Source: Nomis, 2022

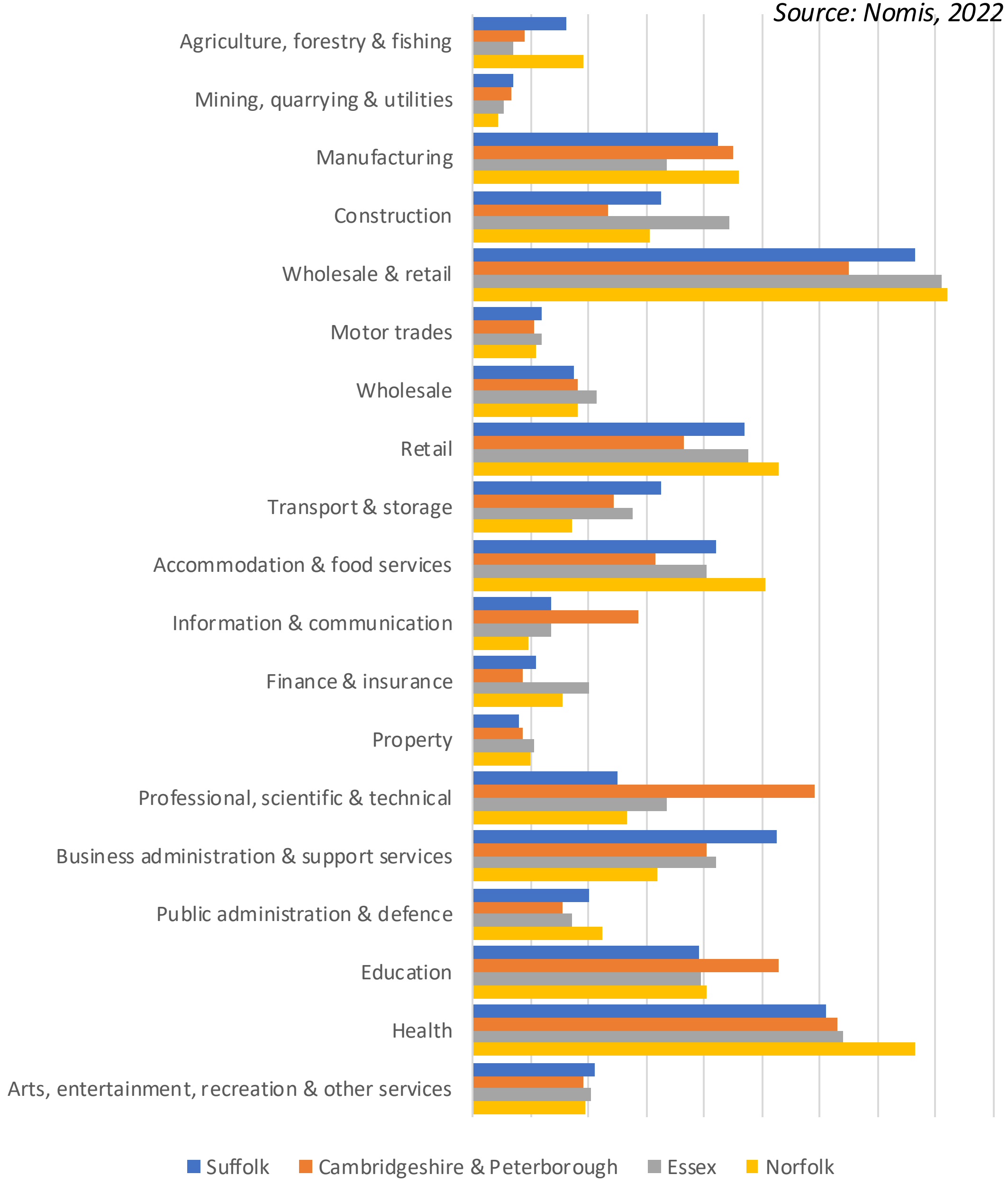


Employment by Industry					
Industry	**Babergh**	**East Suffolk**	**Ipswich**	**Mid Suffolk**	**West Suffolk**
Agriculture, forestry & fishing	4.3%	4.0%	0.1%	7.1%	2.5%
Mining, quarrying & utilities	0.8%	1.5%	1.9%	1.5%	0.9%
Manufacturing	13.0%	9.1%	2.7%	12.8%	8.9%
Construction	6.5%	6.1%	4.8%	14.1%	5.4%
Wholesale & retail	20.3%	16.7%	9.4%	28.4%	15.2%
Motor trades	2.9%	2.3%	2.4%	3.2%	2.2%
Wholesale	4.0%	2.3%	3.4%	4.5%	4.2%
Retail	12.3%	11.1%	8.9%	6.4%	7.9%
Transport & storage	3.6%	10.1%	6.8%	7.1%	3.2%
Accommodation & food services	9.4%	10.6%	6.5%	5.8%	8.4%
Information & communication	2.9%	4.8%	2.2%	1.7%	1.4%
Financial & insurance	1.1%	1.0%	6.5%	0.6%	1.4%
Property	1.4%	1.4%	1.9%	1.4%	1.6%
Professional, scientific & technical	7.2%	4.8%	5.5%	5.8%	4.2%
Business administration & support services	5.8%	4.3%	8.9%	6.1%	20.7%
Public administration & defence	0.7%	4.3%	7.5%	2.1%	3.0%
Education	10.1%	7.6%	8.2%	7.7%	6.9%
Health	9.4%	10.6%	17.8%	9.0%	12.3%
Arts, entertainment, recreation & other services	4.0%	3.8%	4.1%	3.8%	4.7%

Employment by Industry (Geographical Neighbours)

- **Suffolk has very similar volumes of employment to Norfolk across nearly all industries.** Notable points of difference are that Suffolk has comparably high employment in transport & storage (6.5% in Suffolk, relative to 3.4%) and business administration & support (10.5% in Suffolk, relative to 6.4%).
- **Essex has a relatively similar industry make-up to Suffolk**, however there are some notable differences. **Suffolk has comparably high employment in agriculture, forestry and fishing** (3.2% in Suffolk, relative to 1.4%) - supporting the region's strategic opportunity in Agri-food - **but comparatively low employment in finance & insurance** (2.2% in Suffolk, relative to 4.0%).
- However, **Cambridgeshire & Peterborough has a much different economic composition**. The biggest discrepancies are that **Suffolk has comparably high employment in accommodation & food** (8.4% in Suffolk, relative to 6.3%), **but comparatively low employment in professional, scientific & technical** (5.0% in Suffolk, relative to 11.8%) **and information & communication** (2.7% in Suffolk, relative to 5.7%). These comparatively low volumes in employment in information & communication highlights the scale of the growth opportunity in Tech Convergence in Suffolk.

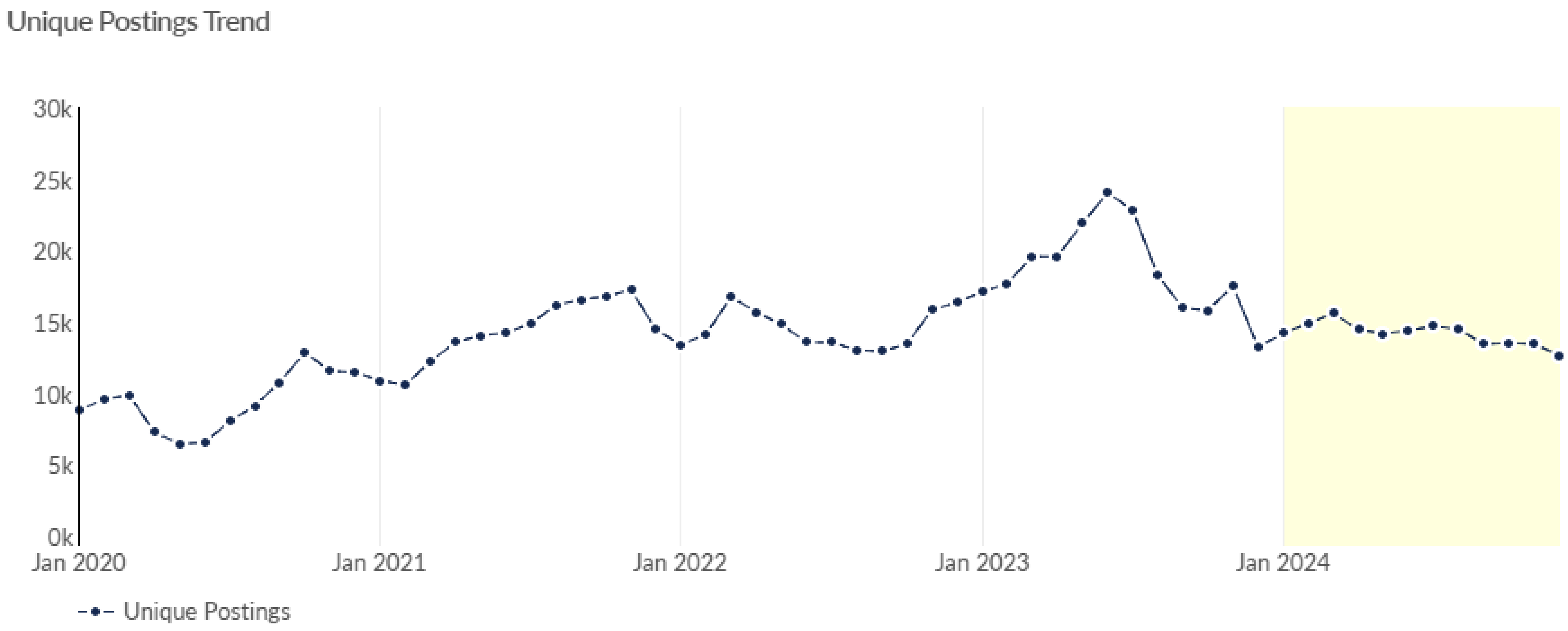
Source: Nomis, 2022



Employment by Industry				
Industry	**Suffolk**	**Cambridgeshire & Peterborough**	**Essex**	**Norfolk**
Agriculture, forestry & fishing	3.2%	1.8%	1.4%	3.8%
Mining, quarrying & utilities	1.4%	1.3%	1.1%	0.9%
Manufacturing	8.5%	9.0%	6.7%	9.2%
Construction	6.5%	4.7%	8.9%	6.1%
Wholesale & retail	16.4%	15.0%	16.7%	16.2%
Motor trades	2.4%	2.1%	2.4%	2.2%
Wholesale	3.5%	3.6%	4.3%	3.6%
Retail	9.4%	7.3%	9.5%	10.6%
Transport & storage	6.5%	4.9%	5.5%	3.4%
Accommodation & food services	8.4%	6.3%	8.1%	10.1%
Information & communication	2.7%	5.7%	2.7%	1.9%
Financial & insurance	2.2%	1.7%	4.0%	3.1%
Property	1.6%	1.7%	2.1%	2.0%
Professional, scientific & technical	5.0%	11.8%	6.7%	5.3%
Business administration & support services	10.5%	8.1%	8.4%	6.4%
Public administration & defence	4.0%	3.1%	3.4%	4.5%
Education	7.8%	10.6%	7.9%	8.1%
Health	12.2%	12.6%	12.8%	15.3%
Arts, entertainment, recreation & other services	4.2%	3.8%	4.1%	3.9%

Source: Lightcast, 2020-24

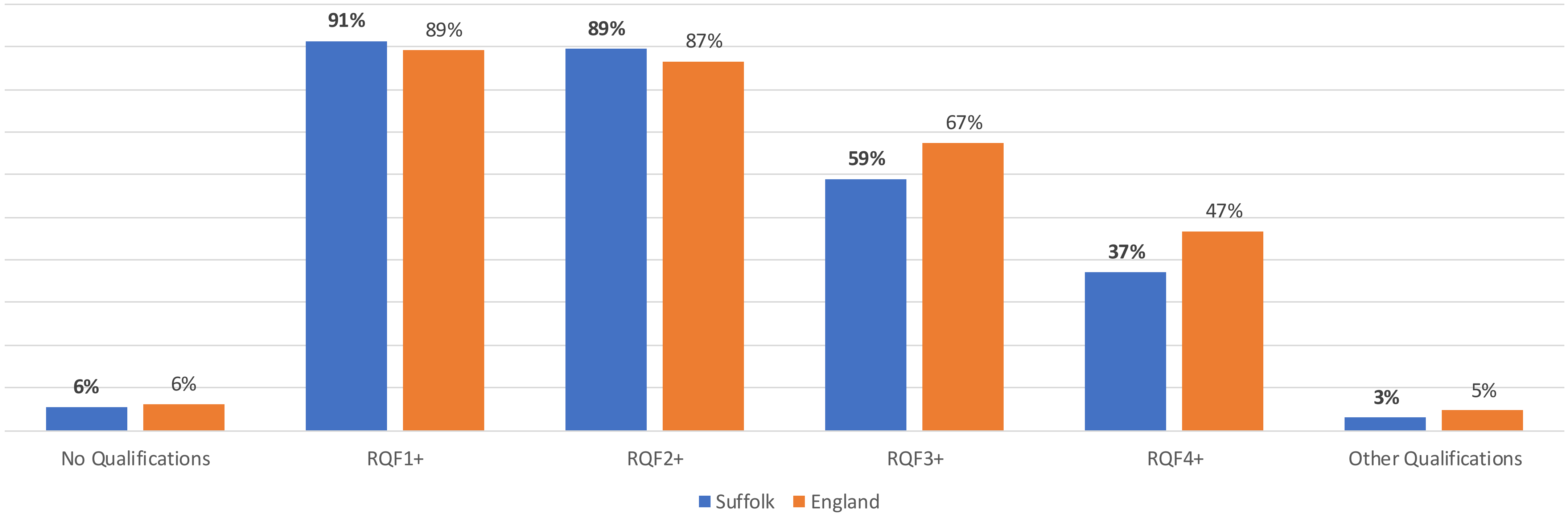
Job Postings



- The above graph shows the unique job postings trend in Suffolk over the last 5 years – January 2020 until December 2024.
- However, there was a sharp decline in job postings after the nation went into lockdown – falling to from 9,900 in March 2020 to 6,500 unique job postings by May 2020.
- Over the next 3 years, the job market recovered strongly and continued to grow to record high volumes – reaching a peak of 24,000 unique job postings in June 2023.
- There was then a steep decline in job postings in the final 6 months of 2023, falling to 13,200 in December, and job postings have plateaued around 14,000 throughout 2024.

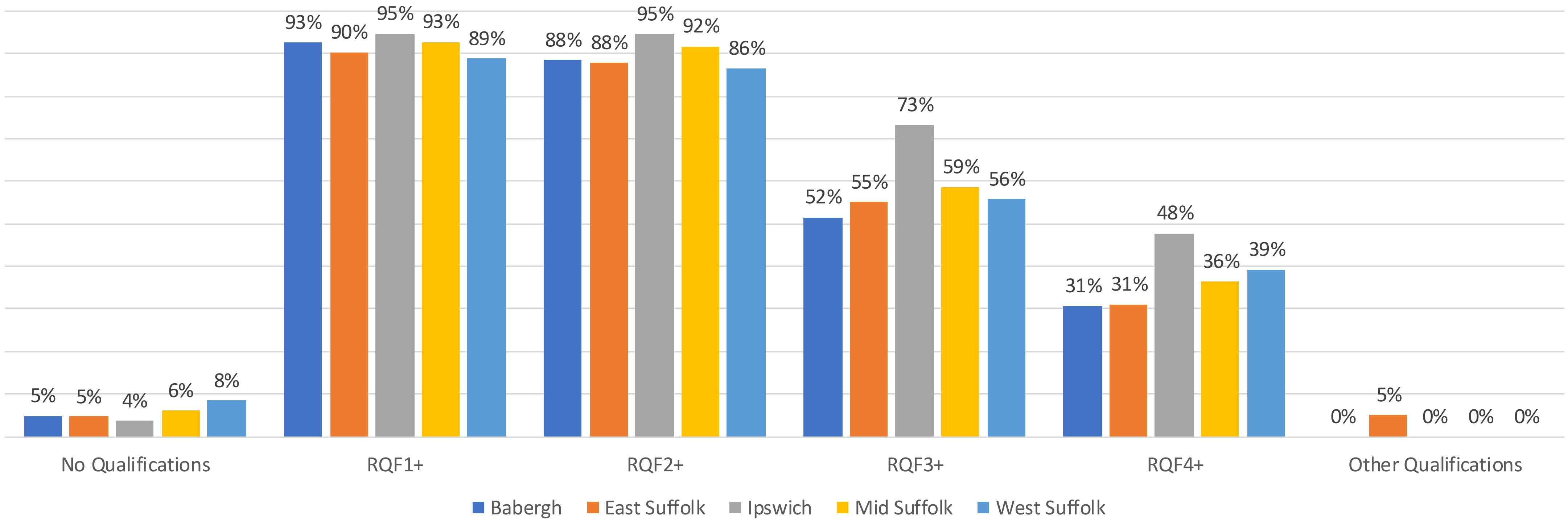
Source: Nomis, 2023

Resident Skill Levels



- Whilst **Suffolk has a slightly higher proportion of residents aged 16-64 with Level 1+ qualifications as the England average** (91% locally, relative to 89%), **and Level 2+ qualifications** (89% locally, relative to 87%).
- However, **there is a noticeable gap between the proportion of Suffolk residents aged 16-64 with Level 3+ qualifications and the England average**, with an 8% gap (59% locally, relative to 67%),
- This **gap continues to widen between the proportion of Suffolk residents aged 16-64 with Level 4+ qualifications and the England average**, with a 10% gap (37% locally, relative to 47%).

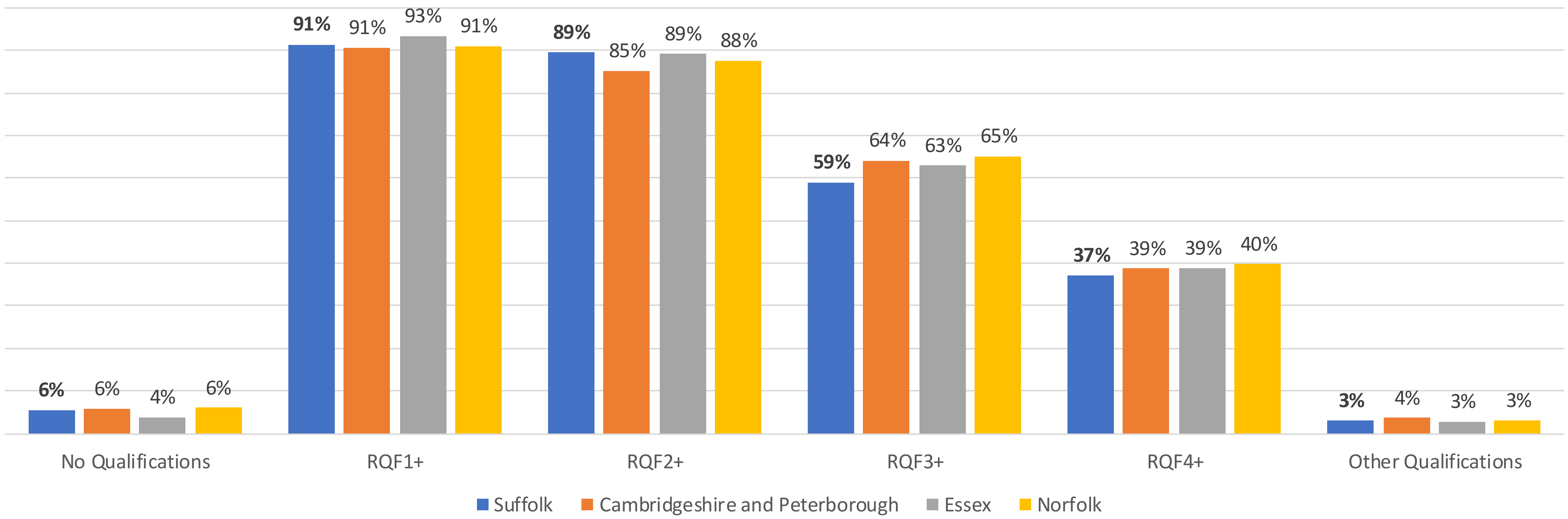
Resident Skill Levels (Districts)



- **Ipswich leads Suffolk in qualifications**, with 95% of residents holding Level 1+ and nearly half (48%) achieving **Level 4+, above the England average** (47%).
- Mid Suffolk also performs well at Level 2+ qualifications (92%) but sees weaker progression Level 3+ (59%) and Level 4+ (36%).
- **West Suffolk has 8% of residents holding no qualifications** (compared to the Suffolk average of 6%) highlighting a need for intervention. However, the district has a higher number of residents with Level 4+ qualifications (39%) than the Suffolk average (37%).
- Babergh and East Suffolk show similar profiles, with 88% holding Level 2+ qualifications and 31% holding Level 4+. **Babergh and East Suffolk are where there is the most pertinent gap in Suffolk between the proportions of residents with Level 4+ qualifications and the England average** (47%).

Source: Nomis, 2023

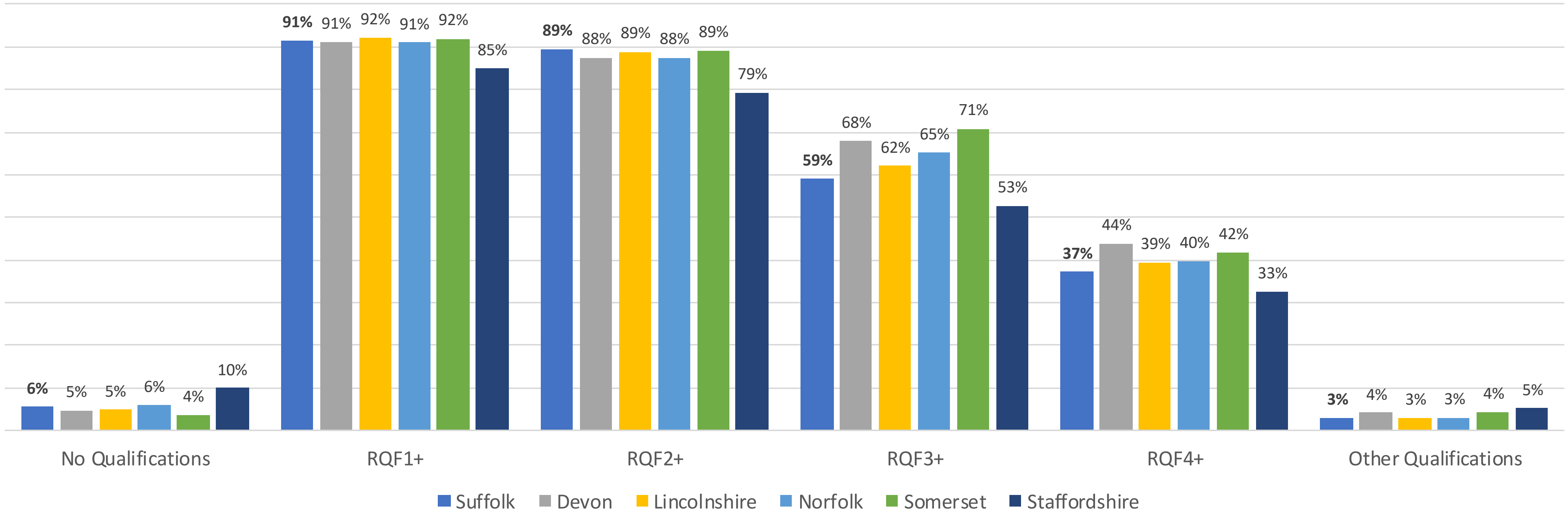
Resident Skill Levels (Geographical Neighbours)



- Suffolk has **comparable proportions of residents aged 16-64 with Level 1+ qualifications** (91%) **to Cambridgeshire** (91%) and Norfolk (91%), although slightly below Essex (93%). However, **progression to Level 2+ qualifications in Suffolk** (89%) **is stronger** than Cambridgeshire (85%) but slightly behind Essex (89%).
- At higher qualification levels, Suffolk **lags behind its neighbours**. **Only 59% of residents achieve Level 3+**, compared to 63% in Essex, 64% in Cambridgeshire, and 65% in Norfolk. This trend continues at **Level 4+**, where **Suffolk's 37% is marginally behind Cambridgeshire** (39%)**, Essex** (39%)**, and Norfolk** (40%).
- This data highlights that **while Suffolk performs well at foundational qualification levels, there is a clear gap in progression to advanced qualifications** compared to neighbouring areas.

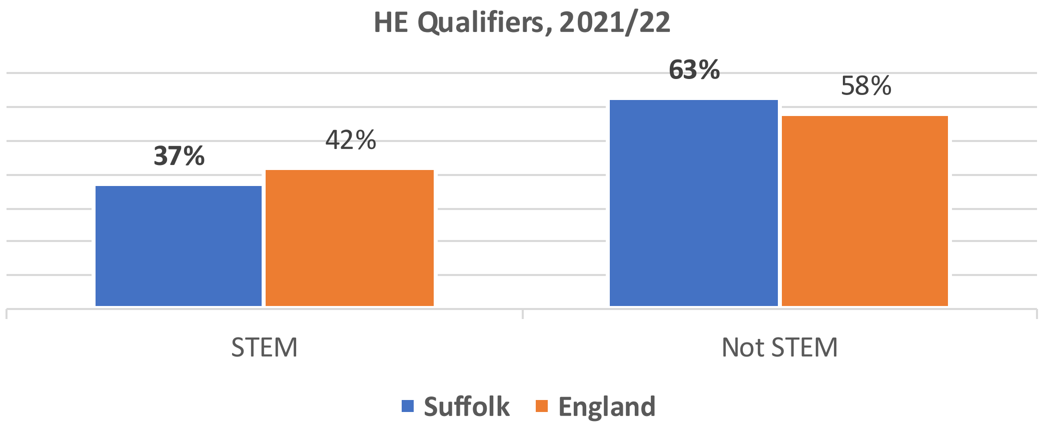
Source: Nomis, 2023

Resident Skill Levels (Statistical Neighbours)

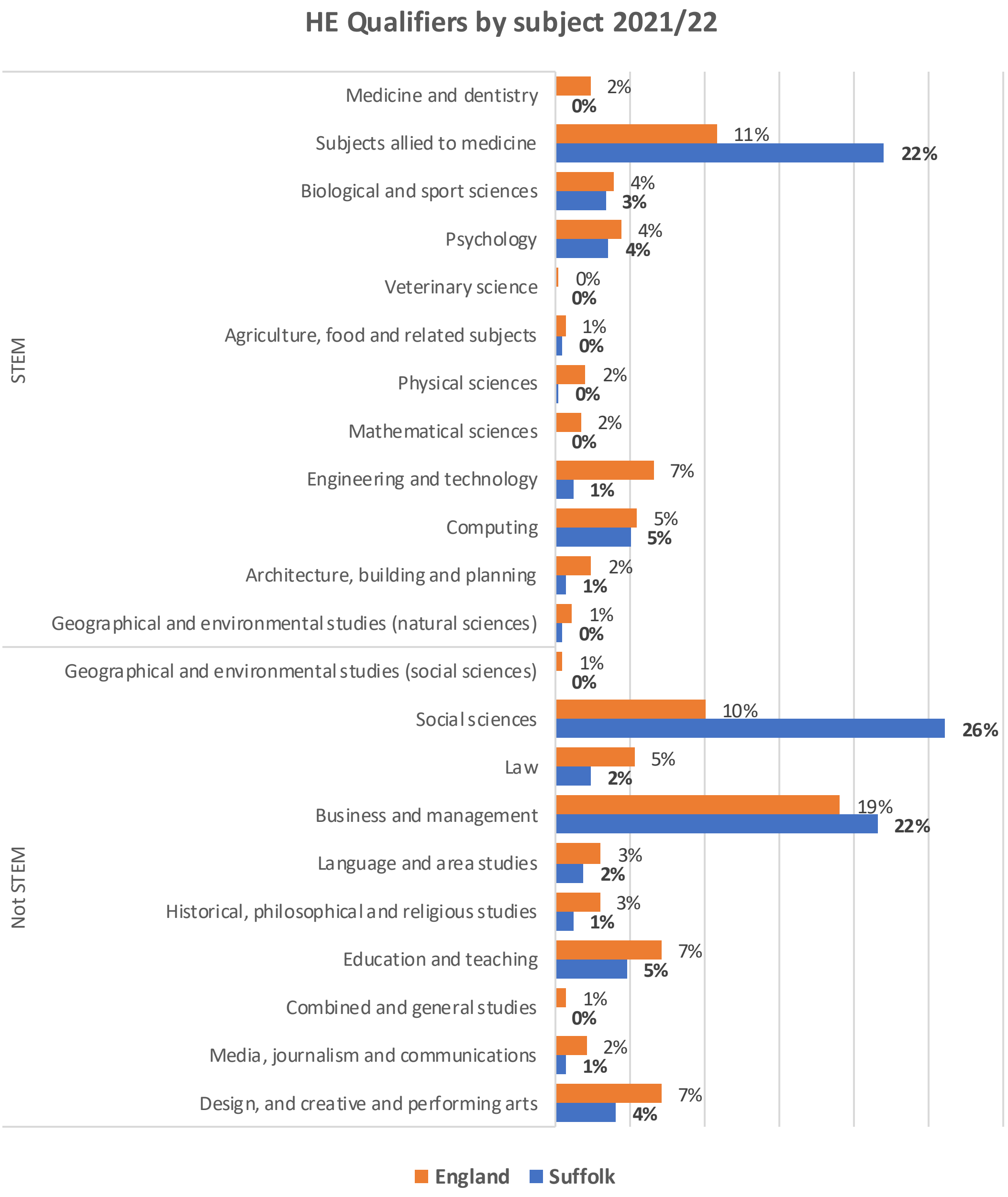


- **Suffolk performs well in foundational qualifications**, with **91% of residents holding Level 1+ qualifications**, comparable to Devon (91%) and Somerset (92%), and slightly below Lincolnshire (92%). Suffolk also has fewer residents with no qualifications (6%) than Norfolk (6%) and Staffordshire (10%).
- However, Suffolk **falls behind its rural peers at higher qualification levels**. Only **59% of residents achieve Level 3+**, compared to **71% in Somerset**, **68% in Devon**, and **65% in Norfolk**. Similarly, at Level 4+, Suffolk's **37% is below Somerset (42%), Devon (44%), and Lincolnshire (40%)**, while remaining ahead of Staffordshire (33%). Somerset demonstrates the strongest progression making it a benchmark for other rural areas.
- This data highlights that **while Suffolk is strong in foundational skills**, there is a **clear need to improve progression to advanced qualifications.**

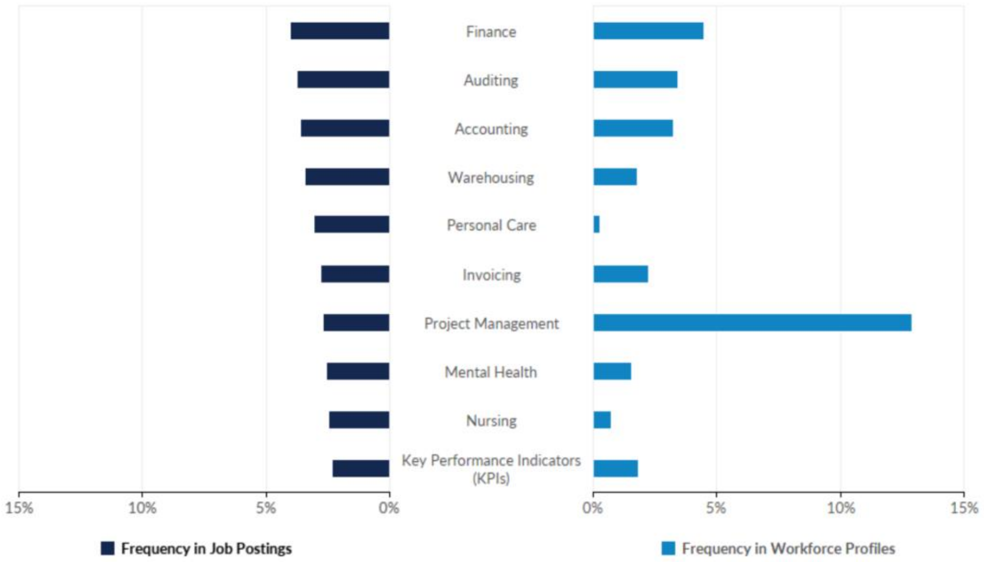
STEM Analysis



- There are below average numbers of HE Qualifiers in Suffolk in STEM subjects, with 37% in Suffolk and 42% across England.
- There above average numbers of HE Qualifiers in Suffolk in subjects allied to medicine (22% locally, relative to 11% across England), however there are below average numbers in all other STEM subjects.
- The most popular non-STEM subjects in Suffolk are social sciences, and business and management, with nearly half (48%) of all HE qualifiers in those two subject areas.
- The only HE institution in Suffolk is the University of Suffolk.



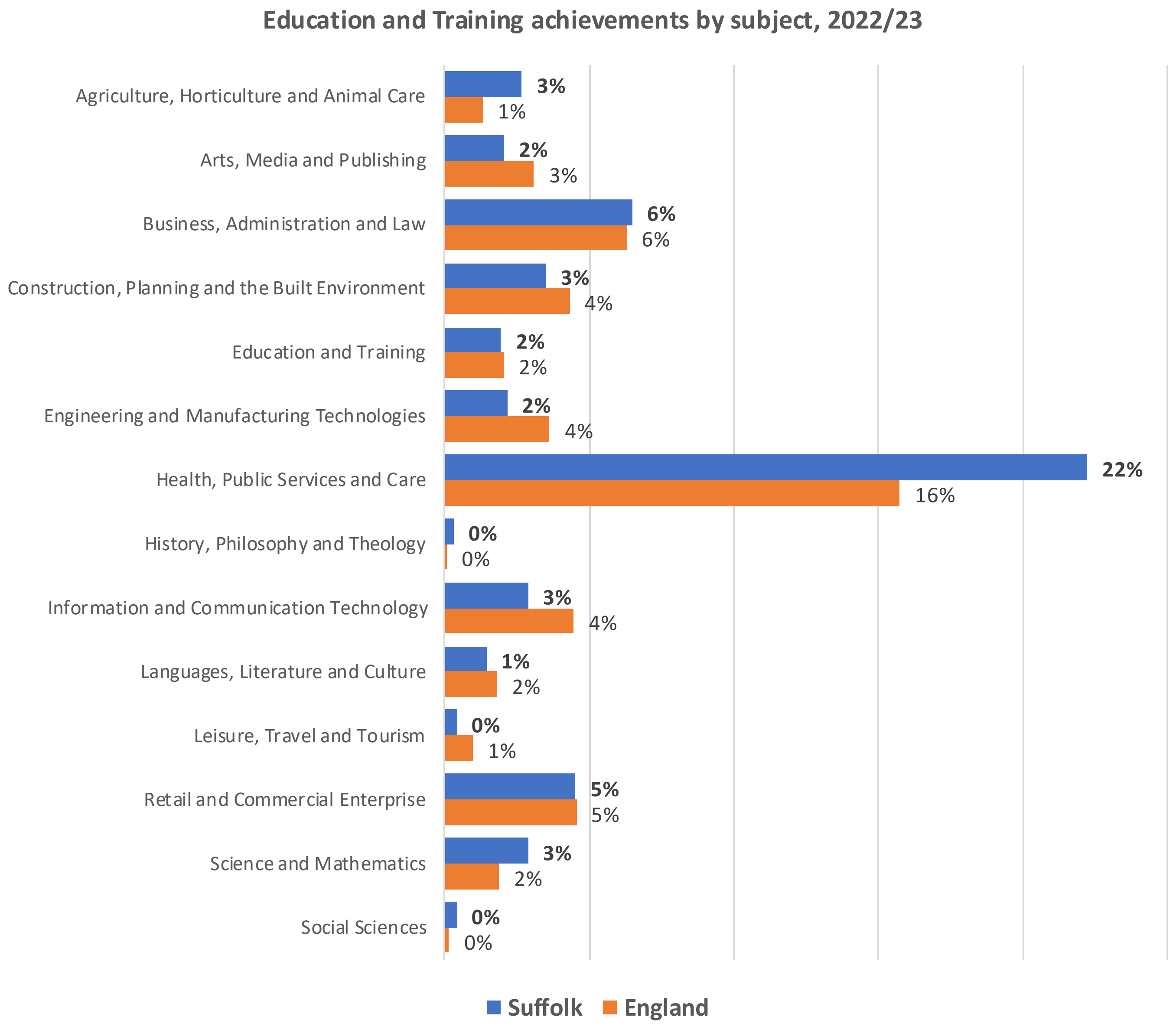
Skills Shortage Analysis



- The left-hand graph compares the frequency of specialised skills in Suffolk job postings with their frequency in Suffolk online CVs (or "Workforce Profiles").
- Finance skills are in high demand in Suffolk - the three specialised skills with the highest frequency in job postings are Finance, Auditing, and Accounting, referenced in 4.0%, 3.8%, and 3.6% of Suffolk job postings, respectively. Invoicing was the 6th most frequently referenced specialised skill in Suffolk (referenced in 2.8% of job postings).
- Healthcare related skills are also in high demand in Suffolk - Personal Care, Mental Health, and Nursing all feature in the top ten most frequently referenced specialised skills (referenced in 3.1%, 2.6%, and 2.5% of Suffolk job postings, respectively).
- These healthcare related skills - Personal Care, Mental Health, and Nursing - are all underrepresented in Suffolk online CVs when compared with their frequency in Suffolk job postings (referenced in 0.3%, 1.6%, and 0.8% of Suffolk online CVs, respectively).
- Additional points of reference are the underrepresentation of Warehousing in Suffolk online CVs (referenced in 3.4% of job postings, but only 1.8% of online CVs), and the overrepresentation of Project Management in Suffolk online CVs (referenced in 2.7% of job postings, but 12.9% of online CVs).

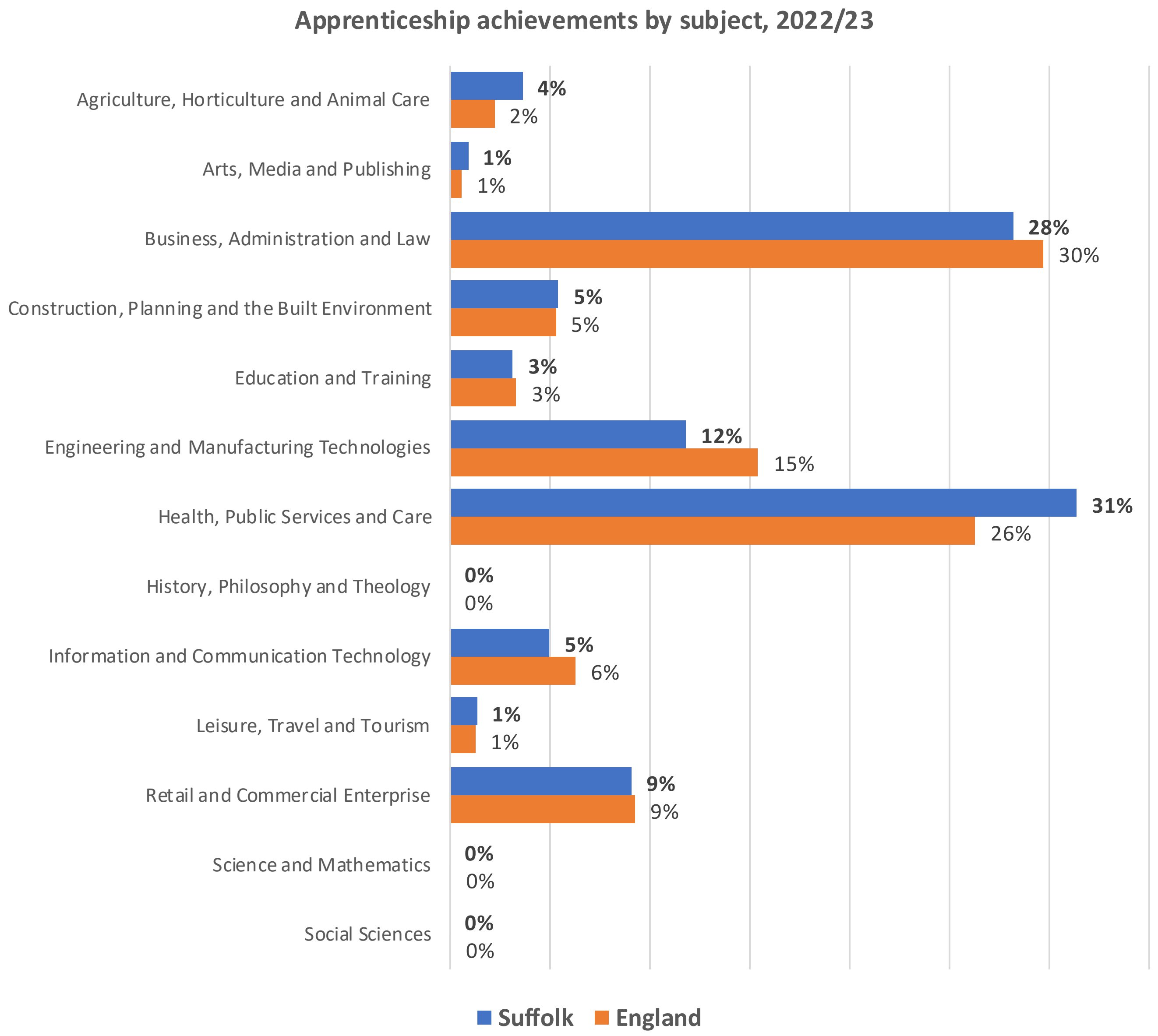
Education and Training

- Suffolk has a significantly higher proportion of education and training achievements in **Health, Public Services, & Care** compared to the England average, **indicating a strong focus in this area.**
- **Agriculture, Horticulture, & Animal Care** is another area where Suffolk surpasses the England average showcasing a **regional strength.**
- Suffolk also shows a **notably higher interest in Science & Mathematics** than the England average.
- Retail & Commercial Enterprise, as well as Business, Administration, & Law are nearly identical to the England average, indicating that these areas are closely aligned with the trend for England.
- Both **Information & Communication Technology and Engineering & Manufacturing Technologies** are lower in Suffolk compared to the England average.
- This is a concern considering the important of these subject areas for ICT & Digital Creative and Clean Growth, two of the region's strategic opportunities.



Apprenticeships

- In the 2022/23 academic year, Suffolk had relatively similar numbers of apprenticeship achievements to the England average across all subject areas.
- Notable strengths in Suffolk are Agriculture, Horticulture and Animal Care – with 4% of local achievements relative to 2% across England – as well as Health, Public Services and Care – with 31% of local achievements relative to 26% across England).
- However, notable weakness in Suffolk are Engineering and Manufacturing Technologies – with 12% of local achievements relative to 15% across England – as well as Information and Communication Technology – with 5% of local achievements relative to 6% across England.
- These subject areas are particularly important for the region considering the importance of engineering skills for the region's Clean Growth strategic opportunity, as well as for ICT skills for the regions ICT and Digital Creative strategic opportunity.



Population & Deprivation Analysis

Summary

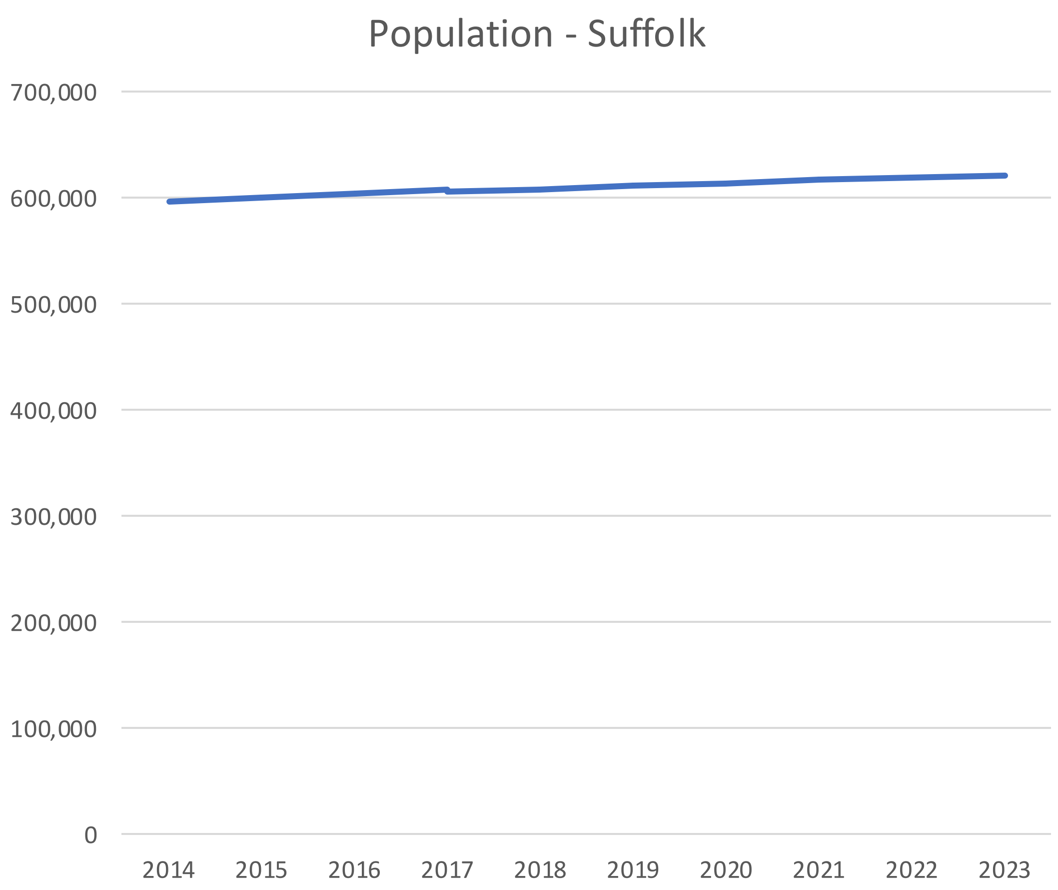
- Suffolk's population has grown steadily, increasing from **596,200 in 2014 to 620,700 in 2023**, an average annual growth rate of **0.4%**. Like its **statistical neighbours—Devon, Lincolnshire, Norfolk, Somerset, and Staffordshire—Suffolk has an ageing population**, with **24% of residents aged 65+**, compared to an **England average of 19%**. While this is similar to **Norfolk**, neighbouring **Cambridgeshire, Peterborough, and Essex** have a **younger population profile**.
- Demographic contrasts are **particularly stark between rural and urban areas**. **Babergh, East Suffolk, and Mid Suffolk** have **higher proportions of over-65s**, whereas **Ipswich has a younger demographic**, reflecting **the urban-rural divide in population age structure**.
- Suffolk's population growth is **driven by internal migration**, with a **net increase of 3,349 people in the year ending June 2020**. However, **Ipswich experienced a population decline of 1,424**, likely due to **pandemic-driven shifts in working patterns**, as people **relocated to rural areas enabled by remote working**.
- Suffolk sees **a significant net loss of residents aged 15-19 (-1,787)**, as many **leave the county for higher education**. While **some return post-graduation**, with **a net influx of 993 people aged 20-24**, this is **only half of those who initially left**, suggesting **many do not return immediately for work**. Retaining **young talent is a key challenge**, particularly in sectors requiring **higher-level qualifications**.
- Suffolk has **low levels of deprivation in income and health**, with just **3% of the county's LSOAs** in the **10% most deprived neighbourhoods nationally**. However, **education and housing present greater challenges**. **11% of Suffolk's LSOAs are among the most deprived for education**, primarily in **Ipswich**. **16% of Suffolk's LSOAs face high deprivation in Barriers to Housing**, particularly in **Mid Suffolk and West Suffolk**.
- Addressing **education and housing inequalities will be critical** to ensuring **Suffolk remains an attractive and inclusive place to live and work**. By **supporting skills development, improving housing accessibility, and strengthening career pathways**, Suffolk can **boost social mobility, retain young talent, and sustain long-term growth**.

Headlines

- From 2014 to 2023, the population of Suffolk has increased from 596,200 to 620,700 (an average increase of 0.4% per annum).
- **Suffolk and its 5 Statistical Neighbours** – Devon, Lincolnshire, Norfolk, Somerset, and Staffordshire – **have an ageing population when compared to the England average**.
- **24% of the Suffolk population are over 65** – the values of which for the 5 Statistical Neighbours vary from 22% to 26% - **however the England average is 19%.**
- Relative to its geographical neighbours, the age of the Suffolk population is very similar to that in Norfolk, however **a smaller proportion of the Cambridgeshire and Peterborough population, and the Essex population, are aged 65 and over**.
- There is stark contrast between the age of the more rural Suffolk districts – particularly Babergh, East Suffolk, and Mid Suffolk – and the county's urban centre of Ipswich, with **the more rural districts having a higher proportion of people aged 65 and over.**
- In the year ending Jun-20, the population of Suffolk grew by 3,349 as a result of internal migration, with **this growth occurring in every district other than Ipswich**, whose population fell by 1,424.
- This is **likely a consequence of a shift in working patterns due to the COVID-19 pandemic**, with many choosing to relocate to more rural regions as a result of being able to work from home.
- Another point of reference is how **Suffolk suffered a net loss of 1,787 from the internal migration of those aged 15-19**, with this a probable indication that **many students opted to further their education outside of the region** rather than in it.
- There was a **net growth of 993 from the internal migration of those aged 20-24**, which is likely evidence that **many chose to return to the region post-education**, however, this is still roughly half of the net volume which left the region from ages 15-19, suggesting that **many of those who opt to further their education outside of the region do not then immediately return to the region for work**.
- **Suffolk has comparably small amounts of high deprivation in the Income and Health domains**, with only 3% of county's LSOAs in the 10% most deprived neighbourhoods.
- However, **the county has above average amounts of high deprivation in the Education and Barriers to Housing domains**, with 11% and 16% of Suffolk LSOAs in the most deprived neighbourhoods for the respective domains.
- **The Suffolk LSOAs with high Education deprivation are mainly found in Ipswich**, and **the Suffolk LSOAs with high Barriers to Housing deprivation are mainly found in Mid Suffolk and West Suffolk**.

Source: ONS, 2014-23

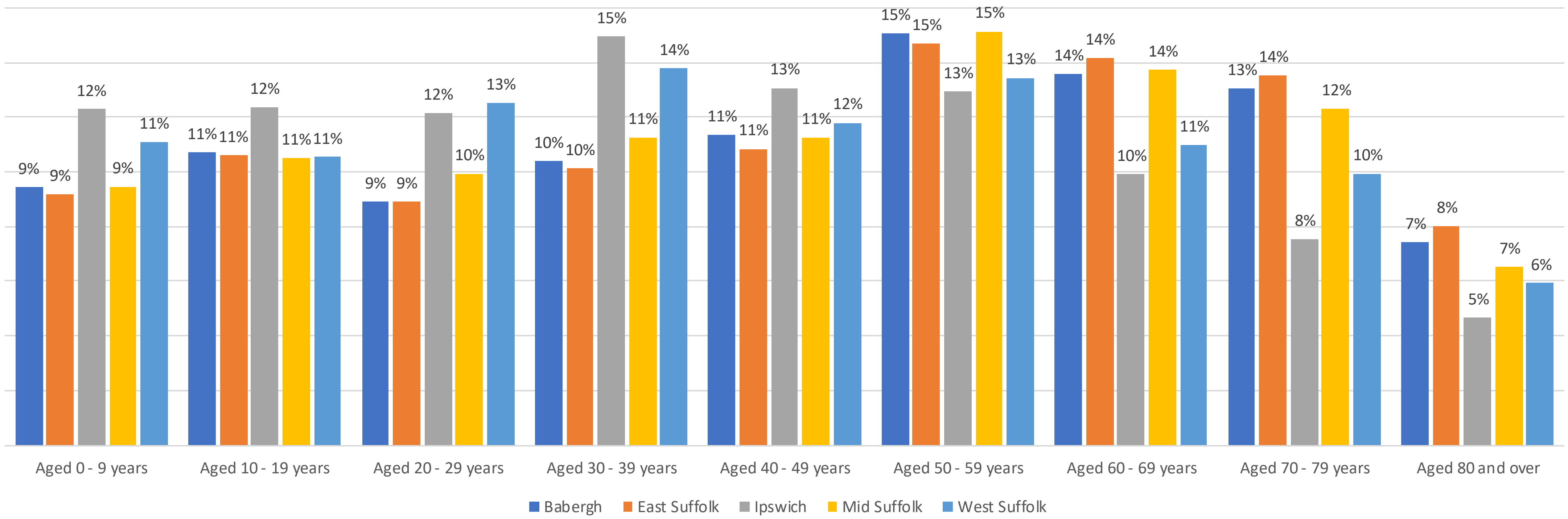
Population



- From 2014 to 2023, the population of Suffolk has i**ncreased from 596,200 to 620,700.**
- This is an **average increase of 0.4% per annum**.

Population										
Region	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022**	**2023**
Suffolk	596,200	600,300	603,200	607,300	608,300	611,200	613,800	616,100	618,300	620,700

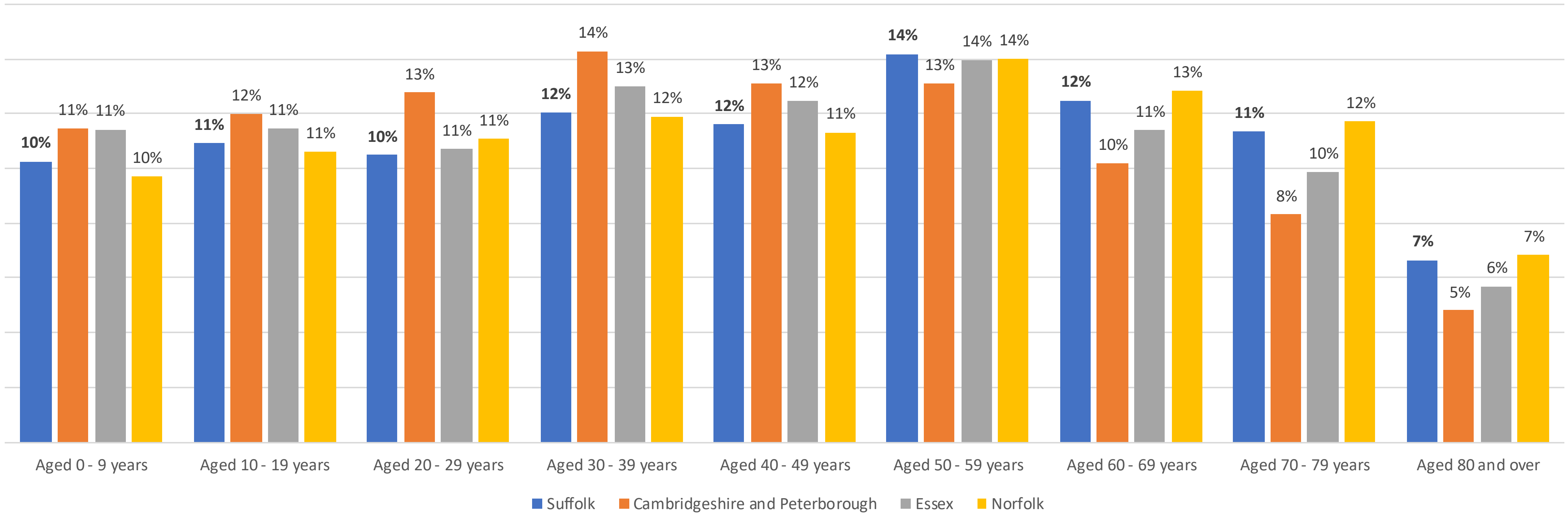
Population (Districts)



- There is stark contrast between the age of the more rural Suffolk districts – particularly Babergh, East Suffolk, and Mid Suffolk – and the county's urban centre of Ipswich, with the more rural districts having a higher proportion of people aged 65 and over.

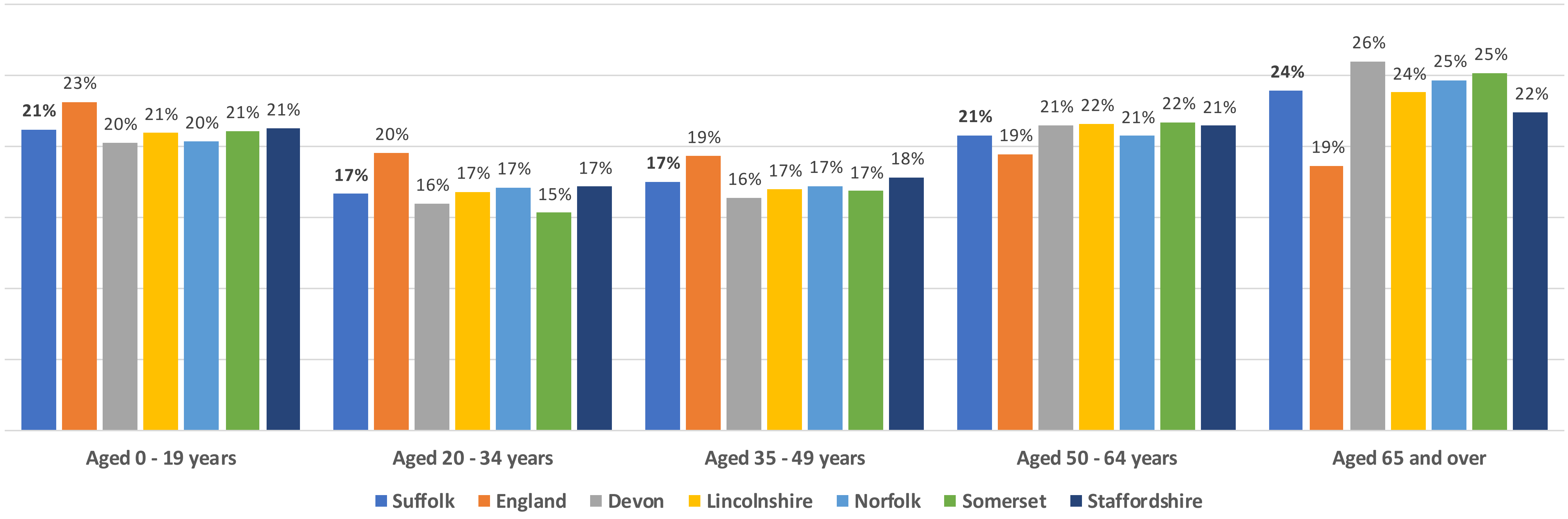
Source: Nomis, 2022

Population (Geographical Neighbours)



- Suffolk and its 3 Geographical Neighbours – Cambridgeshire and Peterborough, Essex, and Norfolk – have varying populations when compared by age group.
- The age of the Suffolk population is very similar to that in Norfolk, however a smaller proportion of the Cambridgeshire and Peterborough population, and the Essex population, are aged 65 and over.

Population (Statistical Neighbours)



- Suffolk and its 5 Statistical Neighbours – Devon, Lincolnshire, Norfolk, Somerset, and Staffordshire – have an ageing population when compared to the England average.
- 24% of the Suffolk population are over 65 – the values of which for the 5 Statistical Neighbours vary from 22% to 26% - however the England average is 19%.

Annual Internal Migration (year ending Jun-20)

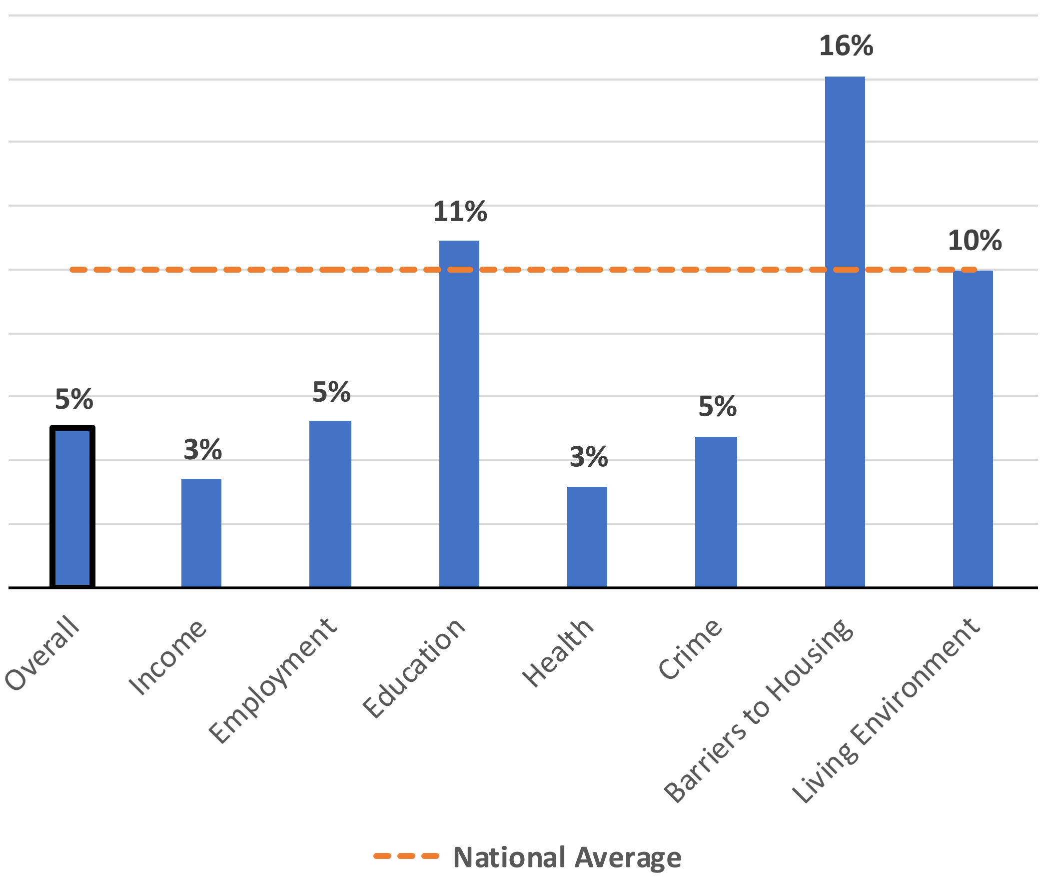
LA Name	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90+	Total
Babergh	101	49	34	-293	139	99	134	140	54	79	29	116	114	33	18	20	5	25	27	**923**
Ipswich	-123	-144	-88	-183	28	-87	-98	-182	-121	-118	-44	-102	-76	-61	-24	1	8	3	-13	**-1,424**
Mid Suffolk	75	85	77	-294	224	163	183	108	99	92	67	135	86	84	41	-11	25	-8	-7	**1,224**
East Suffolk	246	144	97	-590	302	-37	152	240	233	176	156	225	241	236	146	57	17	11	34	**2,086**
West Suffolk	-3	18	32	-427	300	204	48	47	31	-1	82	64	47	13	21	4	4	22	34	**540**
Suffolk	**296**	**152**	**152**	**-1,787**	**993**	**342**	**419**	**353**	**296**	**228**	**290**	**438**	**412**	**305**	**202**	**71**	**59**	**53**	**75**	**3,349**

- In the year ending Jun-20, the population of Suffolk grew by 3,349 as a result of internal migration, with this growth occurring in every district other than Ipswich, whose population fell by 1,424. This is likely a consequence of a shift in working patterns due to the COVID-19 pandemic, with many choosing to relocate to more rural regions as a result of being able to work from home.
- Another point of reference is how Suffolk suffered a net loss of 1,787 from the internal migration of those aged 15-19, with this a probable indication that many students opted to further their education outside of the region rather than in it. There was a net growth of 993 from the internal migration of those aged 20-24, which is likely evidence that many chose to return to the region post-education, however, this is still roughly half of the net volume which left the region from ages 15-19, suggesting that many of those who opt to further their education outside of the region do not then immediately return to the region for work.

Source: IMD, 2019

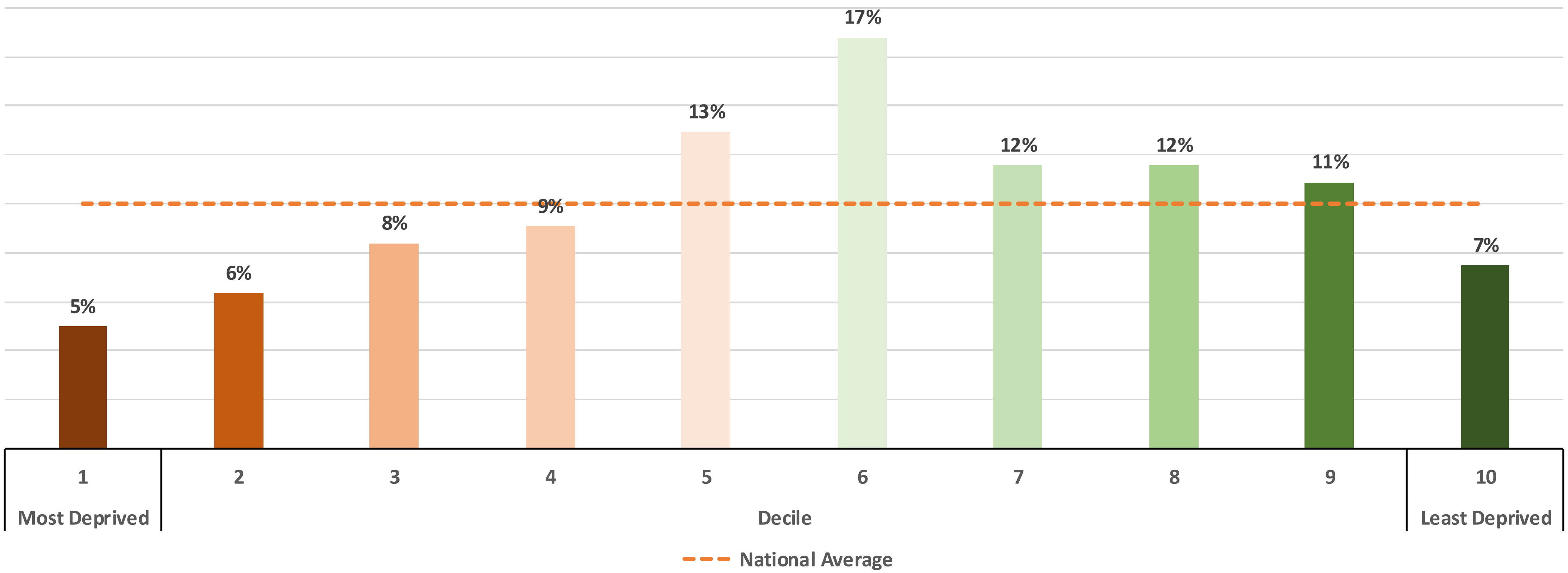
Deprivation – Proportion of Suffolk LSOAs in the most deprived decile

- The Indices of Deprivation are unique measures of deprivation at a small local area level (Lower-layer Super Output Areas) across England. They are measured in a broad way to encompass a wide range of an individual's living conditions and, as such, seven distinct domains of deprivation are used:
    - Income
    - Employment
    - Education, Skills and Training
    - Health Deprivation and Disability
    - Crime
    - Barriers to Housing and Services
    - Living Environment
- 5% of Suffolk LSOAs are in the 10% most deprived neighbourhoods in England for overall deprivation – with most of those LSOAs being in Ipswich.
- Suffolk has comparably small amounts of high deprivation in the Income and Health domains, with only 3% of county's LSOAs in the 10% most deprived neighbourhoods.
- However, the county has above average amounts of high deprivation in the Education and Barriers to Housing domains, with 11% and 16% of Suffolk LSOAs in the most deprived neighbourhoods for the respective domains.
- The Suffolk LSOAs with high Education deprivation are mainly found in Ipswich, and the Suffolk LSOAs with high Barriers to Housing deprivation are mainly found in Mid Suffolk and West Suffolk.



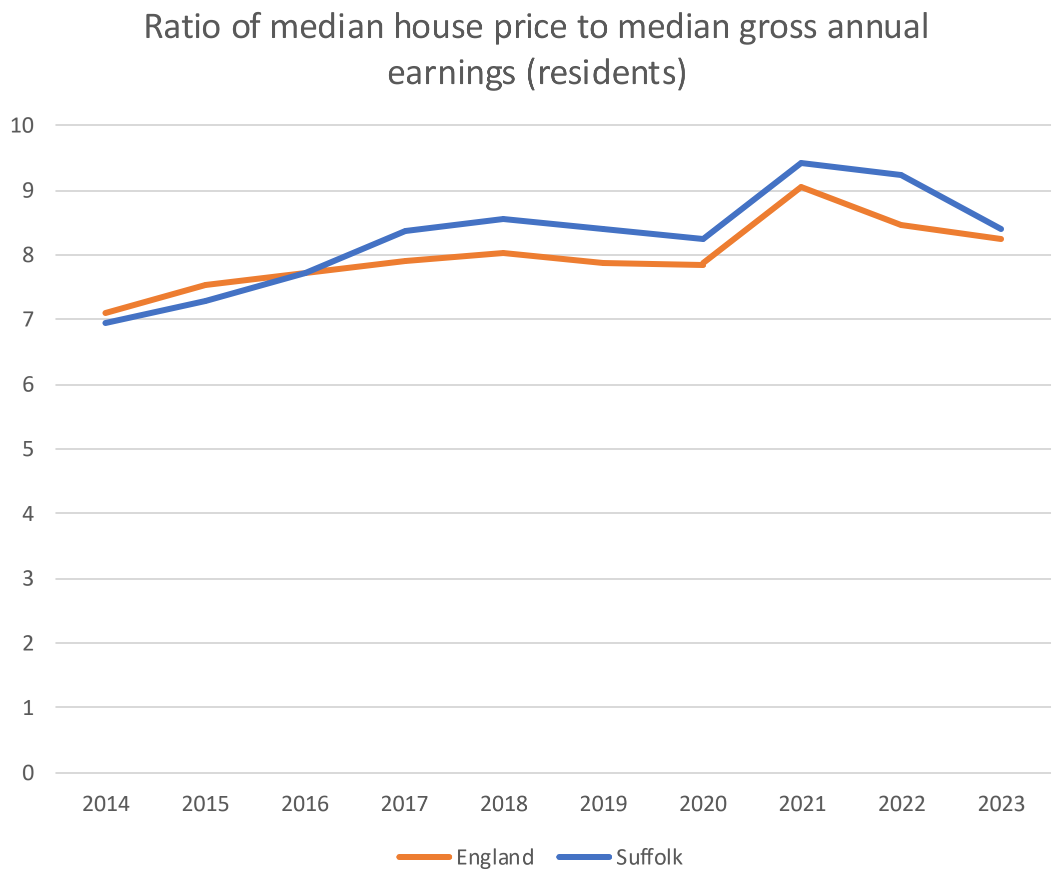
Source: IMD, 2019

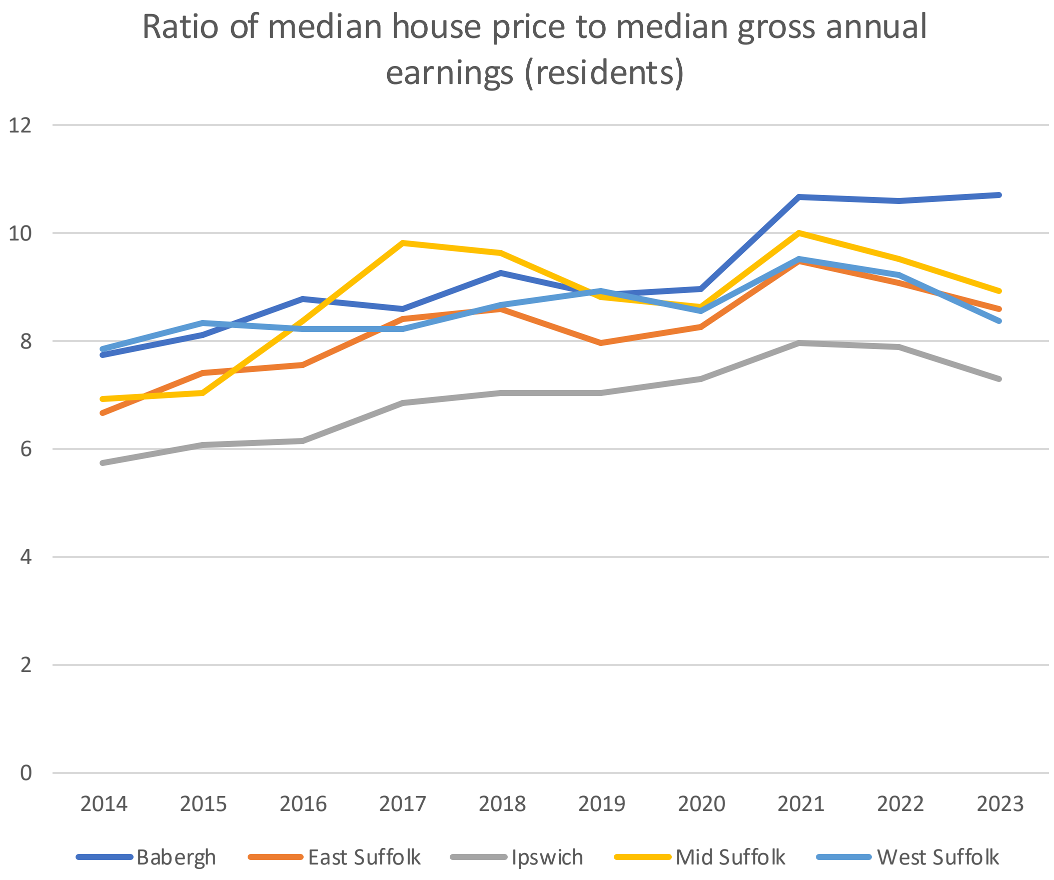
Deprivation – Proportion of Suffolk LSOAs in decile – Overall Deprivation



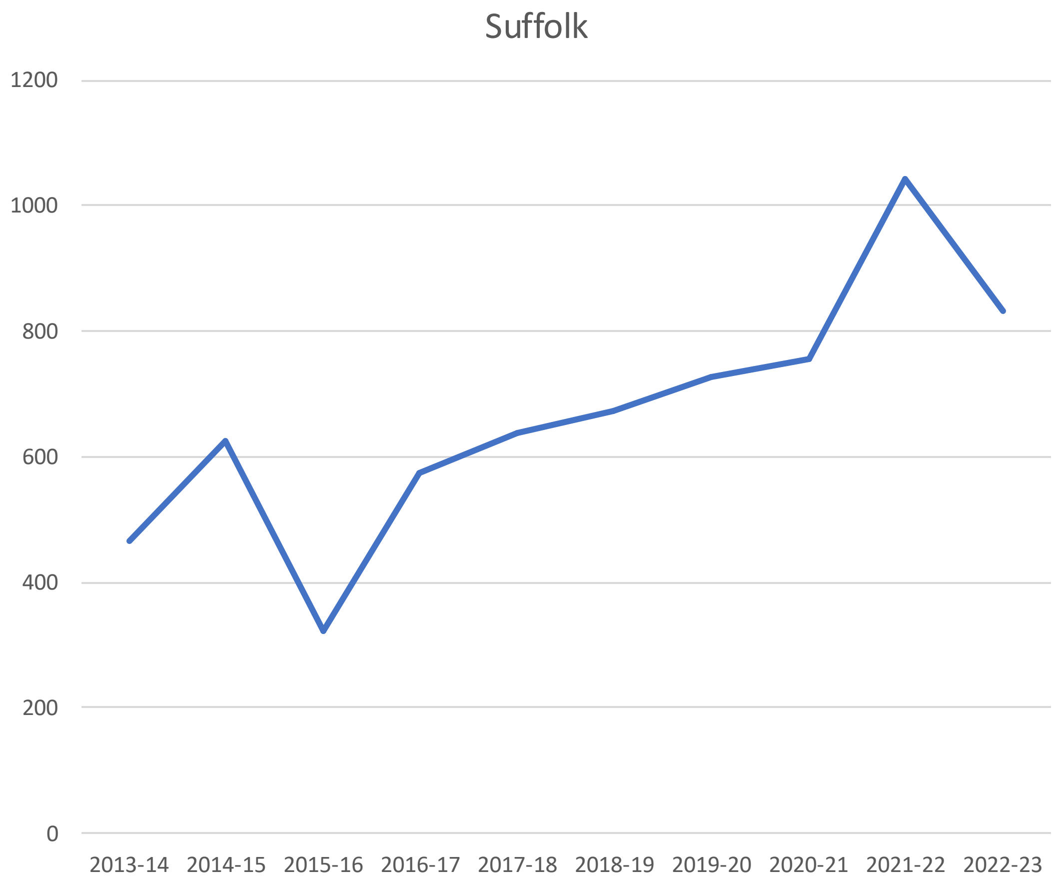
- The overall deprivation split of Suffolk LSOAs is relatively evenly distributed, with a slight skew towards the least deprived deciles.
- 59% of Suffolk LSOAs are in the 50% least deprived across England, and 41% of Suffolk LSOAs in the 50% most deprived.

Housing Affordability





Affordable Housing Supply



- Affordable housing supply in Suffolk has fluctuated over the years, starting at 467 units in 2013/14 and peaking at 1,042 units in 2021/22.
- Between 2013/14 and 2021/22, the trend shows a steady increase, with significant growth in the later years, particularly after 2019/20, when supply rose from 728 units to over 1,000 units.
- The lowest point was in 2015/16, with only 322 units delivered, but supply quickly recovered in subsequent years.
- In 2022/23, affordable housing supply slightly declined to 832 units, following the record high of the previous year, but remains well above earlier levels.

Case Studies

Grant Thornton Report - Suffolk Limited

Suffolk Limited is part of an annual series of business analysis by Grant Thornton which seeks to highlight and celebrate some of the county's most successful, privately owned businesses, and provide them with the recognition they deserve for their contribution to the region and wider UK economy.

Top Companies by turnover

- Turners (Soham) Holdings Limited, Maritime Transport Limited and East Of England Co-operative Society Limited

Challenges and Opportunities

- Businesses have faced significant challenges including material cost inflation, Brexit impacts, and sector-specific issues such as the hospitality industry's struggles.
- Opportunities include leveraging technological advancements and infrastructure investments, particularly in renewable energy and transport.

Regional Comparisons

- Suffolk's business environment is marked by stability, with the lowest gearing (debt-to-equity ratio) and moderate growth in employment and revenue compared to neighbouring counties like Essex and Norfolk.

Future Outlook

- Suffolk is positioned to capitalize on major infrastructure projects such as Sizewell C and improved transport links.
- There's a strong emphasis on sustainable practices, renewable energy, and preparing for a zero-carbon economy.
- There is a focus on building businesses that support sustainable and clean energy initiatives, which aligns with regional climate resilience efforts.

Case Study: Sizewell C

Sizewell C aims to deploy up to 150 hydrogen buses to transport construction workers to site, starting with a pilot of four Wrightbus manufactured buses.

This fleet, among the first in Suffolk, could establish a hydrogen transport market in the East of England. Beyond transport, Sizewell C's low-carbon electricity generation could support technologies like hydrogen production and direct air capture. It is helping to pave the way for hydrogen-powered equipment use on construction sites.

The project consortium, led by hydrogen company Ryze, received over £3m of Government funding to trial a mobile hydrogen refuelling system. Success in this project may reduce fossil fuel dependency on construction sites by introducing hydrogen power equipment.

150 hydrogen buses to transport construction workers

Case Study: VirtTuri

VirtTuri is a patented AI clinical informatics avatar platform that addresses diverse healthcare needs, including clinical trial support, patient management, and personalized treatment. Currently, it plays a pivotal role in the largest cardiovascular research project globally, aimed at enhancing heart failure treatment. The platform recently earned the National AI Award for Healthcare and an NHS HSJ Award for its respiratory support tool, which significantly reduced hospital admissions in northern England by 75%.

Conceived 12 years ago within Orbital Global, VirtTuri focuses on improving patient understanding of critical clinical information, aligning with the NHS Core20 strategy to engage the entire population. The technology employs interactive AI avatars that cater to various languages, ages, genders, and ethnicities, effectively overcoming barriers related to neurodiversity and literacy.

VirtTuri has garnered substantial support, including recommendations from New Anglia Growth Hub and funding from various organisations, allowing the company to rapidly scale within the NHS and international markets, achieving a valuation nearing £100 million.

VirtTuri focuses on improving patient understanding

Case Study: Skills Bootcamps

The Engineering Skills Bootcamp, funded by the Department of Education, launched in January 2024, offering an 11-week free course designed to close the technical skills gap in Norfolk and Suffolk's manufacturing sector.

Developed by New Anglia Advanced Manufacturing and Engineering (NAAME) and East Coast College, the course equipped participants with essential skills, certifications, and guaranteed job interviews, facilitating employment in maritime, energy, and advanced manufacturing sectors.

This initiative aligns with Suffolk's aspirations to enhance talent development and address the skills shortage, ensuring that local businesses have access to a skilled labour pool.

11-week free courses designed to close the technical skills gap

Case Study: Assan Panel Manufacturing Plant

Assan Panel plans to establish its first UK manufacturing facility at Gateway 14, part of Freeport East. A global leader in sustainable building material, which will bring significant investment and highly skilled jobs to Stowmarket, estimated 100 jobs will be created. A new £45 million facility is to be created, subject to approvals, the plant could be operational by autumn 2025.

In addition to their new plant, Assan Panel plans on opening a new office in Ipswich to produce polyisocyanurate (PIR), mineral wool and polyurethane, essential for sustainable construction. The investment aims to stimulate local R&D partnerships and contribute to the skills and innovation cluster at Gateway 14.

Assan Panel plant, Gateway 14

Case Study: GCB Cocoa Manufacturing Plant

Malaysian company GCB (Guan Chong Berhad) Cocoa will open a chocolate factory in Glemsford early 2024, bringing in significant boost to the local economy. The factory will sit on a 17-acre site in Lower Road, Glemsford. GCB Cocoa, the world's fourth largest cocoa-derived food manufacturer, invested £62.2 million in this plant promising 220 jobs.

Initially approved in December 2021, the facility involved converting a former Philips Avent baby bottle factory, acquired for £8.25 million. Situated close to the Port of Felixstowe, the site ensures easy transportation of raw materials and timely delivery to UK customers.

GCB Cocoa plant, Glemsford, Sudbury

Case Study: OrbisEnergy

OrbisEnergy is the hub for companies in offshore wind, wave and tidal technologies in the southern north Sea – under the ownership Suffolk County Council and managed by local company Vertas. The centre offers office spaces with flexible tenancies, networking opportunities through an extensive offshore renewable business network, and access to finance and investment. As the East of England base for the Offshore Renewable Energy (ORE) Catapult, OrbisEnergy supports clean energy innovation and growth in the region.

Marking its 15th anniversary 2023, OrbisEnergy has become into a base for high-growth, innovative enterprises. It hosts over 40 businesses, including major names like ScottishPower Renewables and SSE.

Suffolk, Norfolk, and Essex County Councils, RWE, and ORE Catapult launched the ORE Catapult Launch Academy in the area an award-winning technology acceleration programme.

Orbis Energy, Lowestoft

Case Study: Tech East

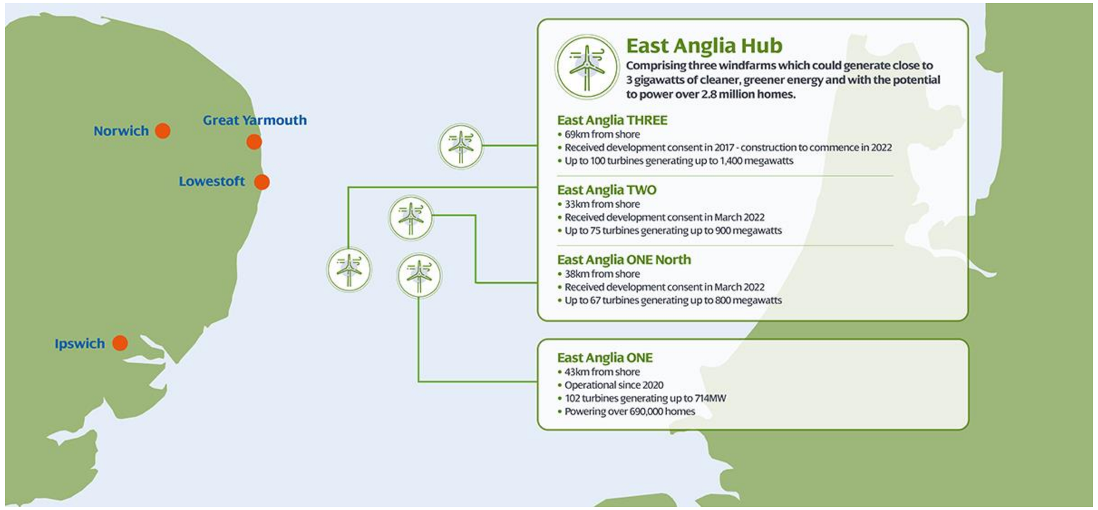
The East of England is establishing itself as a hub for technology, garnering global interest with its innovative technologies. Tech East is at the forefront of promoting the regions tech sector, facilitating collaboration between local councils, investors and tech firms to promote growth and investment. Their goal is to enhance exposure for tech companies of all sizes, ranging from startups to industry leaders.

Tech East 100 is a new initiative spotlighting leading-edge tech businesses in Norfolk and Suffolk, supporting their growth. This initiative aims to help businesses thrive, create jobs, and attract tech talent. Tech Nation also plays a pivotal role in the UK tech ecosystem, committed to facilitate £10bn investment. HSBC Innovation Banking joined Tech Nation as a founding partner, further fuelling growth for ambitious founders and scaling companies throughout the UK.

Case Study: ScottishPower

ScottishPower, a subsidiary of Iberdrola, is a prominent player in the UK's renewable energy sector – a key player in East Anglia's energy sector. ScottishPower plans to build and operate a £150m green hydrogen plant at the Port of Felixstowe. They applied to the Government's Net Zero Hydrogen Fund to develop a 100-megawatt plant at the Suffolk port. The energy produced would be used for onshore purposes, including road, rail, and industrial use, and could potentially create green ammonia or e-methanol.

£13 billion deal signed for wind turbines which is projected to power 1.3 million households. The East Anglia Three wind farm will become the world's second-largest wind farm. The project is expected to support around 2,300 jobs opportunities. The East Anglia Zone, consist of four wind farms, will provide over 3gw of energy, contributing significantly to the UK's goal of achieving net-zero target by 2050. ScottishPower Renewables commitment to investing in East Anglia will not only benefit local communities but also create sustainable, long-term skilled jobs.



Scottish Power East Anglia Zone