

DRAFT REGIONAL ECONOMIC STRATEGY FOR THE EAST OF ENGLAND 2008-2031

1 SUMMARY

- 1.1 This report brings to Members' attention the draft Regional Economic Strategy which is currently out to consultation until 26 November and seeks Members' comments thereon.

2 INTRODUCTION

- 2.1 The East of England Development Agency (IDEA) have now produced a revised draft Regional Economic Strategy for the East of England, which is currently out for consultation. At over 160 pages long, a copy of the draft has been placed in the Members Library for reference. However, a much shorter Executive Summary is attached to this report as an Appendix.
- 2.2 The East of England is one of the fastest-growing regional economies in the UK. The next few years are likely to be a period of accelerating changes for the region – the pressures of globalisation will increase, the region will need to respond to the effect of climate change and it is likely to continue to experience considerable growth.
- 2.3 The draft regional economic strategy aims to prepare the region for these challenges and to refocus priorities so that the region can progress as a globally competitive region over the next 25 years. The development of the strategy comes at an important time amid a number of government policy reviews. The Sub-National Review of Economic Development and Regeneration proposes changes in delivery and responsibilities that will affect the implementation of this economic strategy.
- 2.4 The Review also proposes the development of a single regional strategy that will bring together the regional economic strategy and regional spatial strategy, as well as aspects of other regional strategies. While a single regional strategy may take several years to prepare, it is apparent that the draft economic strategy with its strong links to the region's spatial strategy will provide a firm foundation for new arrangements. It is important therefore that the economic strategy that develops is as clear and transparent as possible.

3 DETAILED CONSIDERATIONS

- 3.1 Details of the Strategy are effectively summarised in the Appendix. The current document is a considerable improvement on previous versions and, in terms of its overall targets and future scenarios, should be supported.
- 3.2 From a Rochford District viewpoint, it is reassuring that the importance of Thames Gateway South Essex (TGSE) is recognised although, given the TGSE's strapline 'London's Powerhouse; London's Playground', it is felt that the document could place more emphasis on the leisure, cultural and

recreational potential of TGSE in an economic development context. Also, within the main document there is a statement on page 83 that implies that London Southend Airport is in Southend, when in fact the majority is sited in Rochford.

- 3.3 It is felt too, that there would be benefit, given the joint planning with Southend currently progressing around the airport and its environs, if more emphasis was given within the TGSE section to the potential of London Southend Airport as a key driver within the local economy, with appropriate environmental safeguards.
- 3.4 Subject to any further comments Board Members might have, the draft strategy is regarded as an encouraging step towards a more 'joined up' strategic approach at the regional level.

4 RISK IMPLICATIONS

- 4.1 There are none.

5 RESOURCE IMPLICATIONS

- 5.1 There are none associated with commenting on the draft strategy, other than Member and officer time. However, the focus on TGSE as a key engine of growth may have benefits over time in terms of the resources allocated to the area either directly from government or indirectly through agencies such as EEDA.

6 RECOMMENDATION

- 6.1 That subject to any additional comments by Board Members, the comments outlined above form the basis of the District Council's response on the draft Regional Economic Strategy.

Paul Warren

Chief Executive

Background Papers:-

None

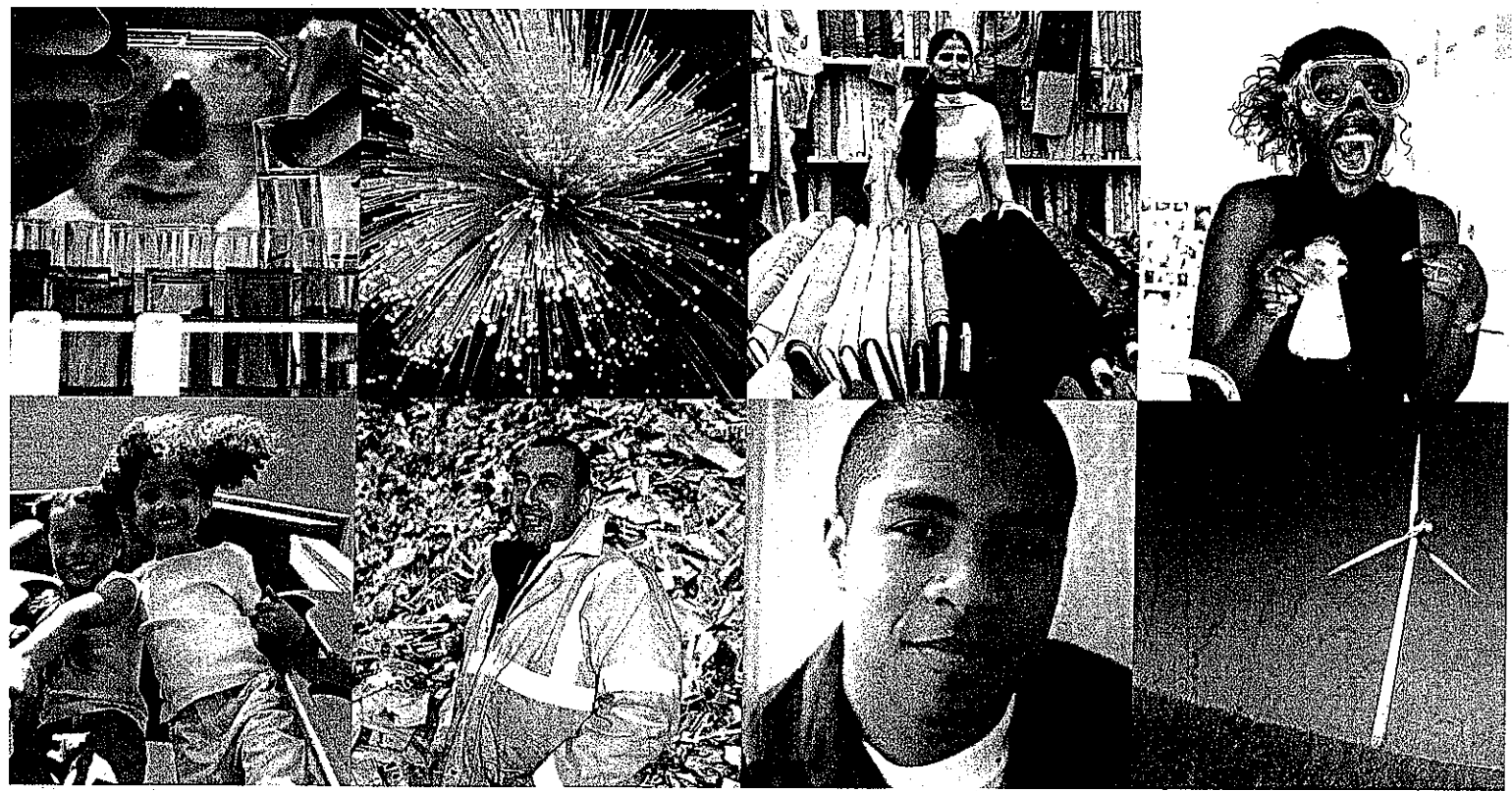
For further information please contact Paul Warren on:-

Tel:- 01702 318199

E-Mail:- paul.warren@rochford.gov.uk

If you would like this report in large print, braille or another language please contact 01702 546366.

Summary of the draft Regional Economic Strategy for the East of England 2008-31



Consultation period: 3 September - 26 November 2007

To have your say, please use our online survey at www.eeda.org.uk/resreview





Have your say on the draft regional economic strategy

How can the East of England maintain and strengthen the region's economic prosperity and quality of life for people who visit or live or work here?

This is the focus of the draft regional economic strategy for 2008-31, which has been prepared by the East of England Development Agency and private, voluntary and public sector bodies. Consultation on the draft strategy runs until the end of **Monday 26 November 2007** and we would welcome your views.

To see the full draft strategy (and supporting documents), please visit www.eeda.org.uk/resreview

You may be particularly interested in specific parts of the draft strategy, such as:

- the vision and targets & scenarios for economic growth (see pages 10-16, with more details on pages 101-105)
- the enterprise and innovation goals (pages 27-39)
- the transport goal (pages 63-69) and
- the places goal (pages 70-77).

To have your say, please use our online survey at the same web address. This covers all the consultation questions in the draft regional economic strategy. The questionnaire is designed so that you can save your answers and submit them at a later date. We would welcome your comments on all the questions, but alternatively you may want to respond just to some of them.

If you have any queries about the consultation process, please email us at resreview@eeda.org.uk

About this summary

If you want to take a quick overview of the draft strategy, instead, please read this summary. You can give your overall views via our online survey (under 'any other comments'). We would encourage you to consider:

- How ambitious should the region be in terms of economic growth?
- Does the strategy identify the biggest issues facing the region?
- What are the greatest barriers to business growth in the East of England?
- How can businesses in the region be better supported to compete in international markets?
- What are the actions that you think could make the biggest difference to the regional economy and quality of life?

Please note: Some of the issues set out in full in the draft regional economic strategy 2008-31 have been paraphrased or presented differently here. This summary is therefore not a substitute for reading the draft strategy itself, which can be found at www.eeda.org.uk/resreview.

Summary produced by:
East of England Development Agency,
The Business Centre, Station Road, Histon, Cambridge, CB24 9LQ

September 2007

Foreword

The East of England is one of the fastest-growing regional economies in the UK. It benefits from global research departments and institutes, world-leading companies in growing markets, expanding ports and a strong relationship to London. It also has some of the UK's finest natural habitats and over a quarter of England's historic market towns.

The next few years are likely to be a period of accelerating change for our region. The pressures of globalisation will increase, we will need to respond to the effect of climate change and we are likely to experience further growth.

The draft regional economic strategy, of which this document is a summary, aims to prepare the region to prosper in these changing times.

This document provides an overview of the challenges and opportunities facing the East of England and proposes priorities for our region. Further evidence and supporting information is available in the full draft regional economic strategy from the East of England Development Agency (EEDA), which is available to view online at www.eeda.org.uk/resreview

I look forward to receiving your views.

Richard Ellis
Chair, East of England Development Agency



Vision



The draft regional economic strategy sets out a vision of the East of England as:

“An ideas driven region, that is internationally competitive, harnesses the talent of all and is at the forefront of the low carbon economy.”

Targets and scenarios

The vision is supported by three headline targets.

Prosperity and productivity:

raise the annual growth in GVA¹ per capita and GVA per employee

Employment:

raise the employment rate of the over-16 population

The environment:

deliver an overall reduction in CO₂ emissions.

These headline targets are supported by a suite of outcome indicators, including those set out in the Sub-national Review of Economic Development and Regeneration². The headline productivity and employment targets are the result of new employment and housing forecasts designed to underpin both the regional economic strategy and the regional spatial strategy (RSS).

Setting headline targets for prosperity, productivity and employment

English regions are required by government to deliver an economic growth target that raises the annual GVA per capita growth rate above the 1990-2002 baseline period, which for the East of England averaged 2.1 per cent per annum. The draft regional economic strategy therefore sets out a range of GVA per capita growth scenarios for consultation³.

14.7

¹ GVA stands for 'gross value added'.

² Sub-national Economic Development and Regeneration Review (2007), HM Treasury, Department for Communities & Local Government and Department for Business, Enterprise & Regulatory Reform (and predecessor departments).

³ For more details on the scenarios, please see the full draft regional economic strategy, in particular sections 2 and 9 (pages 10-16 and 101-105 respectively).

Prosperity and Productivity	RSS Base	Baseline	P1	P2	P3
Annual growth in GVA per employee, 2008-2031 (per cent)	2.1	2.1	2.2	2.4	2.5
Annual growth in GVA per capita, 2008-2031 (per cent)	2.3	2.2	2.4	2.6	2.8
Employment					
Employment rate of the over-16 population, 2031 (per cent)	68.6	67.6	68.5	69.3	70.2
Housing demand					
Net change in housing demand over 2001-2021 (000s)	508 ⁴	568	582	598	613

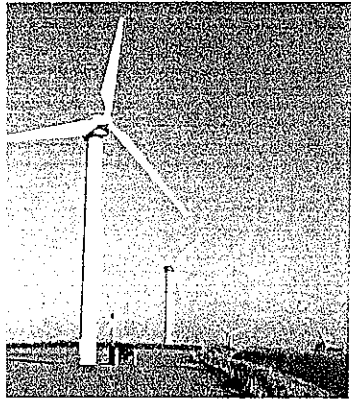
The housing figures for the baseline and scenarios (P1, P2, P3) represent housing demand, not a recommendation for the number of houses that the region needs to deliver over the period to 2021. Increased housing demand arises from a number of factors, including migration into the region resulting from economic growth, reducing household size and an ageing demographic. Housing demand can be managed in a number of ways, including building new homes, using the existing stock more intensively and reducing vacancy rates, or through changes to commuting patterns.

Small changes in growth rates have major effects on economic output and GVA per employee. This is the result of the region's economy increasing employment in higher value sectors.

Output - cumulative differences between baseline and scenario outcomes:

GVA (£2003 millions)	2008-2012	2008-2012	2008-2012
RSS base	-1,210	-10,822	-38,898
P1 scenario	5,730	39,837	128,853
P2 scenario	10,885	79,768	263,851
P3 scenario	15,427	115,546	386,384

⁴ The RSS base figure for housing demand represents a planned change in dwelling stock.



Following feedback on the scenarios from the consultation, this work will be developed further to inform the targets in the regional economic strategy. Where possible, these will be framed in terms of our relative performance against leading international comparator regions.

Setting the headline CO₂ emissions reduction target

Our low lying geography, coastline and scarce water resources make the East of England the most at risk from climate change of all the regions in the UK. Academic and commercial expertise within the region provides a strong rationale for a bold target that would put us at the forefront of global regions in reducing CO₂ emissions. Accordingly, the draft regional economic strategy seeks views on a target for a reduction of around 60 per cent by 2031, compared to the 1990 baseline.

Key themes and challenges

The draft regional economic strategy identifies five themes that will determine the future prosperity and well-being of the East of England:

1 International dimension

Given globalisation and technological change, the region's success will be determined by our effectiveness in increasing levels of international trade and collaboration, inward investment and competing to attract the best international talent to the East of England. The last ten years have seen emerging nations such as Brazil, China, India, Russia, Mexico, Taiwan and South Korea (the E7) achieve annual growth rates in real GDP (gross domestic product) considerably above the UK. By 2031, global economic mass will have shifted significantly to the E7. The East of England can benefit from the growth of these emerging markets as mass markets for goods and services, collaborators in science and innovation and sources of highly skilled workers.

2 Open innovation and the ideas economy

If our companies and the region are to thrive in the global economy, then it will increasingly be on the basis of ideas and knowledge, and not cost. Innovation – the ways ideas become products, process and new business models – is changing. Consumers, SMEs⁵ and universities are playing an ever greater role in R&D⁶ and product development. The draft regional economic strategy seeks to position the East of England at the forefront of these changes, as a global innovation centre.

⁵ SME stands for 'small and medium enterprise'.

⁶ R&D stands for 'research and development'.

Key themes and challenges

3 Low carbon future

The Stern Review⁷ highlighted the growing and potentially very serious economic and social costs associated with climate change. As the UK region most vulnerable to the impacts of climate change, the draft regional economic strategy proposes actions to achieve a major reduction in CO₂ emissions and resource use. Mitigating and adapting to the effects of climate change present a major economic opportunity given the region's UK-leading strengths in renewable energy and environmental goods and services businesses.

4 Culture and leadership

Delivering the vision and headline targets, and managing the scale and scope of change envisaged over the next generation demands greater creativity, entrepreneurialism and committed leadership.

5 Getting the basics right

Successful economies that can adapt to changing global circumstances are built upon strong foundations. Critically for the East of England, this must include:

- investing in transport infrastructure to unlock growth and productivity and tackle congestion
- tackling the growing problem of housing affordability
- addressing poor post-15 skills performance
- raising employment rates and
- conserving and improving our towns, cities and landscapes.



Goals

The draft regional economic strategy then identifies eight goals, with associated priorities and actions required to deliver the headline targets. These goals have been developed through analysis of evidence and extensive stakeholder development. See pages 6-9.

⁷ Sir Nick Stern (2006), Stern Review on the Economics of Climate Change, HM Treasury.

Enterprise

Priorities	Impact of actions
Improved productivity through effective business support for all companies	<ul style="list-style-type: none"> Integrated business support system with improved customer experience Rapid increase in volume of SMEs accessing business support through Business Link gateway Improved business performance from SMEs accessing business support
Increased regional benefits from international trade and investment	<ul style="list-style-type: none"> Increased foreign direct investment in the region Increased share of region's firms engaging in international trade
Tailored programmes for businesses with the greatest aspiration and potential for growth	<ul style="list-style-type: none"> Comprehensive model of finance for business start-up and growth Co-ordinated and joined-up support for manufacturing and other key sectors in the region Intensive business support schemes for start-ups focused on those with the determination and aptitude to succeed
An embedded culture of entrepreneurship amongst all groups	<ul style="list-style-type: none"> Increased share of female entrepreneurs in the region Increased awareness of entrepreneurship among young people Increased rates of entrepreneurship in communities experiencing disproportionate disadvantage

Innovation

Priorities	Impact of actions
Retain, attract and increase value for the region from major private-sector R&D companies	<ul style="list-style-type: none"> A network of globally and nationally significant 'third generation' science parks linked into global value chains Flagship public/private knowledge R&D and knowledge-transfer centres Sufficient pools of skilled labour to sustain leading technologies, sectors and clusters
A strengthened position for the East of England within the network of leading global innovation regions	<ul style="list-style-type: none"> Strengthened position of the Greater South East as a global innovation centre with increased impact on economic growth The East of England as international partner of choice for international collaboration and outsourced R&D
A leading region in commercialising R&D and adopting innovative practices	<ul style="list-style-type: none"> A comprehensive finance model that enables the commercialisation of ideas and development of high growth companies Improved knowledge transfer between higher education, research institutes and industry, and between businesses themselves More competitive companies through early adoption of existing product, process or business model innovations
A thriving culture of innovation and creativity	<ul style="list-style-type: none"> Increased numbers of individuals equipped for and choosing innovation-based careers Increased number of firms in the region that are 'innovation active'

14.11

Digital economy

Priorities	Impact of actions
Improved productivity through the application of ICT and digital technologies by businesses	<ul style="list-style-type: none"> Increased uptake of ICTs by SMEs Increased flexible working in the region
People and businesses with the skills and capability to use digital technologies	<ul style="list-style-type: none"> A highly skilled ICT workforce Growth of ICT-based knowledge sharing networks
East of England at the forefront of next generation services and technologies	<ul style="list-style-type: none"> A leadership position in the availability of next generation broadband infrastructure A network of internationally renowned ICT clusters across the region Our region to be at the forefront in the use of new technologies

Resource efficiency

Priorities	Impact of actions
Improved resource efficiency through behavioural change and uptake of environmental technologies and processes	<ul style="list-style-type: none"> Rapid increase in business resource efficiency through a comprehensive business support package Businesses equipped with the knowledge, information and tools to adopt effective environmental management solutions Increased uptake of resource efficient technology and behaviour through supply chains requirements of major public and private sector organisations A regional system that reduces waste arising and manages waste effectively
The East of England as the UK leader in renewable energy production	<ul style="list-style-type: none"> Networked, applied research base in renewable energy technology and energy reduction The UK's leading renewable energy infrastructure through development and diversification into renewable energy markets Widespread deployment of microgeneration in new and existing settlements
Greater share of environmental goods and services markets	<ul style="list-style-type: none"> Internationally-leading applied knowledge base in environmental goods and services Reduced barriers to entry for new environmental technologies Regional environmental goods and services businesses active in international collaboration and trading

Skills

Priorities	Impact of actions
Education and training provision that meets the needs of employers and the economy	<ul style="list-style-type: none"> Higher education and further education colleges and other training providers continuously developing courses to meet the needs of business Improved learning environments with ease of access and progression for learners
A culture where people aspire to train and learn throughout life	<ul style="list-style-type: none"> Individuals valuing and developing skills for personal development and improved work opportunities Increased investment and improved access to, and visibility of, the latest information about skills-related funding opportunities for employers, individuals and providers
Clear progression pathways for vocational training that improves business performance	<ul style="list-style-type: none"> Joined-up learning pathways for and between priority sectors Individuals and businesses aware of economically-relevant learning opportunities and can access them simply The economic contributions of our migrant populations are maximised
High-quality management and leadership skills throughout the economy	<ul style="list-style-type: none"> Increased take-up of managerial and other higher-level skills training in the workplace Increased numbers of graduates and post-graduates choosing to remain in the region for work

Inclusion

Priorities	Impact of actions
Strong and cohesive communities	<ul style="list-style-type: none"> Active and networked communities that build social capital Community ownership and engagement in service delivery and regeneration
Overcoming barriers to economic participation	<ul style="list-style-type: none"> Strong progress towards meeting Leitch⁸ basic skills and level 1 and level 2 targets Improved skills to aid employability Reducing barriers to work for target groups with low employment participation Comprehensive package of support for people experiencing multiple disadvantage
Employers valuing and benefiting from a flexible, diverse and healthy workforce	<ul style="list-style-type: none"> A diverse workforce through flexible working practices Effective integration of new migrants Healthy workplaces delivering improved productivity and well-being
Increased economic opportunities for disadvantaged communities	<ul style="list-style-type: none"> Increased enterprise start-up, survival and growth in disadvantaged communities Greater community ownership of assets Increased inward investment to stimulate local economies and employment

Transport

Priorities	Impact of actions
A transport system that is used effectively and efficiently	<ul style="list-style-type: none"> Improved journey times, reliability and more sustainable travel behaviour Removal of local bottlenecks
Investment in key transport corridors to maximise productivity	<ul style="list-style-type: none"> Delivery of major regional transport priorities Appropriate transport infrastructure secured to support development of sustainable communities
Increased economic benefit to the East of England from major port and airport expansion	<ul style="list-style-type: none"> Demonstrated economic and employment benefits of airports and ports as regional assets Regional business capitalising on the economic benefits of ports and airports Sustainable surface access to and infrastructure at ports and airports
Reducing the environmental impact of moving goods and people	<ul style="list-style-type: none"> Harness regional, national and international expertise in new technologies Greater proportion of freight being transported by rail or coastal shipping Improved local provision of alternatives to private car use

Places

Priorities	Impact of actions
High quality growth supported and delivered through an efficient and responsive system	<ul style="list-style-type: none"> Economically led plans and strategic frameworks for delivery of growth Highly skilled and experienced development expertise leading and managing change A responsive planning framework
Physical development that meets the needs of a changing economy	<ul style="list-style-type: none"> Vibrant, mixed-use city and town centres in key centres of development and change East of England plan (RSS) housing targets being met with increasing quality, supply and affordability High quality employment sites that meet the needs of business and key sectors in key centres of development and change Delivery of greater regeneration benefits from the expansion of higher and further education in regional urban centres
East of England towns and cities as exemplars in resource efficiency and adaptation to climate change	<ul style="list-style-type: none"> High quality resource efficiency flagship projects Region-wide sustainable design standards and incentives for resource efficient development New and existing communities have embedded renewable energy, and resource efficiency schemes Climate change adaptation measures incorporated in planning and design
Increased economic gain from the region's cultural and natural assets	<ul style="list-style-type: none"> Growth in the value of sustainable tourist economy A network of cultural centres of excellence of national and international significance Conservation, development and promotion of the region's key landscape assets Multi-functional green infrastructure embedded in new developments

The economic geography of the East of England



Alongside the thematic goals, the draft regional economic strategy identifies a number of spatial characteristics of the region that affect our economic performance and prosperity.

Issue 1: The relationship to London world city and the South East

London as a leading global city has major effects on the East of England. This is most visible through the high levels of commuting from areas in the south of the region. However, there is also evidence for a complementary economic relationship between cities within the East of England and London. Examples include the role of Norwich, Ipswich and Southend as centres for wholesale financial and insurance services that complement London's global head office function in financial and business services.

The relationships between the London, the East of England and the South East regions are deepening, with growing integration of labour and housing markets, economic and leisure functions. At present...

Around 230,000 people commute daily from the East of England to London - in large part, this accounts for the £11 billion differential between workplace and resident-based GVA in the East of England.

Out-commuting of London residents to work in the East of England and South East has risen from 5.3 per cent in 1991 to 7.1 per cent in 2001.

Milton Keynes is a major regional centre and a significant economic driver for western parts of the East of England. This influence is set to grow with Milton Keynes set to deliver 71,000 homes by 2031, with a projected population increase of around 110,000, meaning Milton Keynes will be of similar scale to Cardiff.

The challenge for the region is to capture the value of proximity to London and the wider South East. To realise these benefits, co-ordinated investment is needed. This includes tackling congestion and overcrowding on the main radial routes into London, recognising that other world-city regions are upgrading their infrastructure at a rapid rate to increase business growth and sustainability.

Issue 2: A major and persistent east-west split in economic performance

The East of England is the third wealthiest regional economy in England. However, growth has played out differently across sub-regions and there has been an increasing gap in productivity rates. This is especially noticeable in Thurrock, Bedfordshire, Suffolk and Norfolk, which have become relatively less productive over the last ten years whilst Essex and Southend-on-Sea are persistent under-performers by regional and Greater South East standards.

Issue 3: Engines of growth

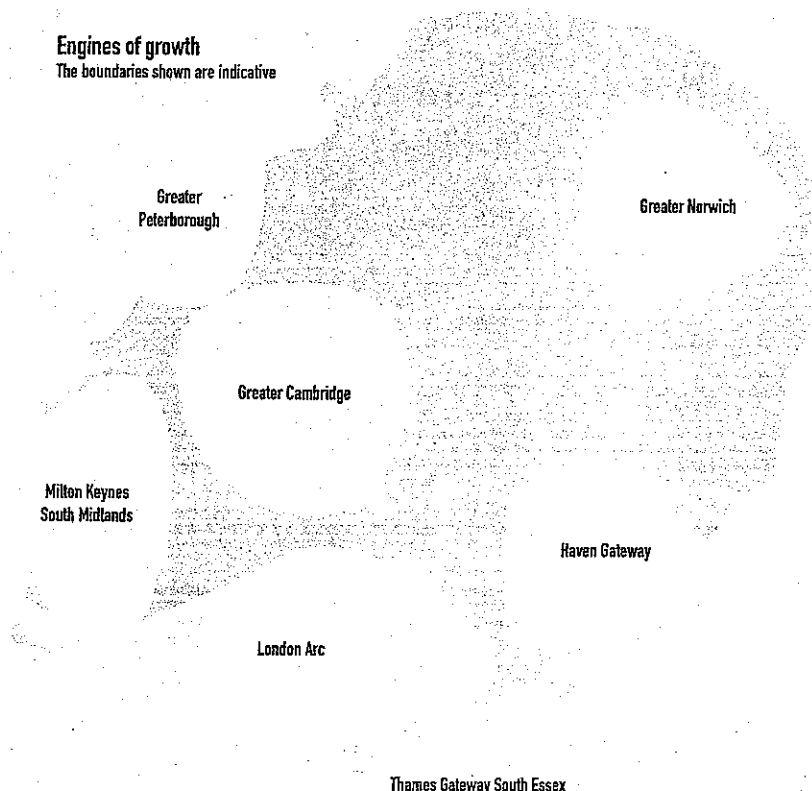
The draft regional economic strategy identifies seven 'engines of growth' - real economic geographies that will drive the future economy and growth of the East of England. They are:

- Thames Gateway South Essex
- Haven Gateway
- London Arc
- Greater Cambridge
- The Milton Keynes South Midlands growth area incorporating Luton as a regional city
- Greater Norwich
- Greater Peterborough

The engines of growth account for:

- around 85 per cent of job growth proposed under the existing regional spatial strategy
- in excess of 60 per cent of the region's population at present
- over 75 per cent of regional businesses;
- the region's universities and major corporate research centres
- but, at the same time, significant pockets of deprivation (83% of the 'super output areas' fall within the most deprived 20 per cent in the country).

For each of these engines of growth, the draft strategy highlights the regional economic roles they play and headline ambitions for their development.



In the cases of Thames Gateway South Essex, Haven Gateway and Greater Norwich, policies that seek convergence of economic growth rates to the Greater South East average will make a major contribution to addressing the under-performance of the eastern part of the region.

Issue 4: Growing the region's international presence as part of the Greater South East

The East of England is an important partner in the Greater South East – comprising London, the South East and the East of England. The East of England plays vital roles in the Greater South East as a leading international R&D centre, through expanding international gateways, as a source of high skilled labour and as a leisure breakout destination for London.

The Greater South East is the powerhouse of the UK economy. Together, the three regions account for:

- 35 per cent of UK's population – at 22 million people, it is of similar scale to Shanghai
- annual GDP (gross domestic product) of £451 billion: 42 per cent of UK output
- 53 per cent of R&D expenditure by businesses
- over half of the UK's higher education institutes, including the UK's leading research universities
- 54 per cent of UK venture-backed companies and 70 per cent of venture investment
- UK leadership in exports and international business collaboration
- 100 per cent of net regional receipts to HM Treasury.

The Greater South East can lay claim to the position as Europe's only credible challenger with the critical mass to rival the major US economies such as Silicon Valley and Boston, and emerging centres in Asia, like Shanghai, Singapore and Bangalore. In the period 2000-2005, the Greater South East has seen leading rates of real hourly productivity above the levels of US comparator regions and Ile de France, the next largest EU mega-region.

Despite these strengths, the Greater South East's growth could stall under pressure from growing competition and domestic constraints, such as congested infrastructure and a skills base that is poor by international standards. The draft strategy identifies a series of actions to ensure the Greater South East maintains and extends its status as Europe's leading economic centre.

Issue 5: Rural and coastal areas

The future of the economy in rural and coastal areas is dependent on many of the same factors that drive the wider economy and demands innovation, new skills and a supportive business environment. Rural and coastal areas play an active role in the development of a dynamic and sustainable knowledge-based economy. These areas also help to create an attractive environment for the region, increasing quality of life for the whole population. While many of the issues are similar in urban and rural areas, the solutions will often need to be tailored so that delivery is appropriate to local needs. Rural and coastal East of England contains:

Economic geography of the East of England

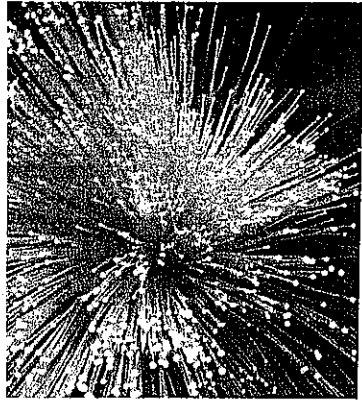
- the premier agriculture, food processing and biofuel locations in the UK, built upon a good climate and flexible soils
- leading agriculture and food processing companies and entrepreneurs, who are among the most productive in Europe
- the largest concentration of agri-food and life sciences research in Europe
- a coastal zone, that is rich in cultural and natural assets, and includes major tourist destinations such as North Norfolk coastline, Great Yarmouth, Suffolk Coastal, and Southend-on-Sea
- science base and companies with the potential to lead the national market growth and global innovation in bio-based renewables and non-food crops
- the UK's leading container port operations, which are scheduled to grow significantly.

Research by the Federation of Small Businesses shows that rural small businesses are more likely to be serving national or international markets than their urban counterparts.

The draft regional economic strategy outlines headline ambitions and a series of actions for building on these assets and strengthening the long-term prosperity of the region's rural and coastal areas. This includes:

- a positive planning framework, that enables...
 - increased provision of affordable housing, within broader plans that help sustain the scale and vitality of villages, market and coastal towns
 - provision of employment space that allows rural & coastal businesses to start up and grow
 - greater certainty to the market on the deployment of renewable energy
- support for market-leading businesses, and R&D activity in the fields of renewable energy and biofuels
- developing our leading expertise and the industrial application of high-value non-food crops
- effective delivery of skills and workforce development to rural and coastal communities
- a competitive agriculture and food sector, with an improved domestic market share
- maximising the benefits of port expansions at Felixstowe, Harwich Bathside Bay, London Gateway Shellhaven and Great Yarmouth
- a network of rural enterprise hubs that can link people and businesses into regional and wider business support and knowledge exchange
- a thriving network of market towns, playing important roles as sub-regional economic, retail and service centres
- regenerating our major coastal towns, such as Great Yarmouth and Lowestoft
- successful development and conservation of environmental assets to deliver tourism, biodiversity and health objectives
- improved connectivity between rural areas and regional cities, to increase access to jobs and markets
- timely provision and take-up of next generation broadband services
- improving pathways to employment and access to high-quality services for those experiencing deprivation
- an integrated approach to coastal zone management and restructuring of the coastal economy.

Key sectors and clusters



While a diverse economy can help regions weather downturns and shocks, industrial specialisation is a major feature of successful regional economies. Understanding the region's changing industrial structure is important in prioritising action. This includes, for instance, ensuring skills provision meets the needs of employers and those sectors that will drive the region's growth and competitiveness.

The following table identifies priority sectors for the regional economic strategy and their regional, national or international significance.

Sector ⁹	Regional	National	International
Agriculture and food processing		✓	
Automotives manufacturing	✓		
Construction (the built environment)		✓	
Creative and cultural Industries	✓		
Energy and off-shore Industries		✓	
Environmental goods and services	✓		
Financial and business services	✓		
High technology and advanced manufacturing	✓		
ICT			✓
Pharmaceuticals and life sciences			✓
Public sector	✓		
R&D			✓
Heritage, tourism and leisure	✓		
Transport gateways		✓	

The region needs to ensure that the planning system, business support and finance, and skills provision are tailored to the needs of the sectors as principle drivers of regional performance.

14.19

⁹ East of England Development Agency, Review of Approach to Sectors and Clusters, August 2006. Adapted from table 6.1. Energy and Offshore Industries have been re-classified as being of national significance given the growing importance of renewable energy and the East of England's leading role in its development. R&D has been re-classified as being of international significance: using GVA rather than employment as the criterion, the East of England has the highest ratio of R&D spend to total output of all UK regions, and the third highest in Europe.

Implementing the regional economic strategy – the draft delivery framework

The draft regional economic strategy is accompanied by a delivery framework. This proposes the detailed set of actions necessary to deliver the regional economic strategy targets and ambitions. The delivery framework also identifies the potential roles of partners across the private, public and voluntary sectors.

Performance reporting

To support delivery of the strategy, EEDA will ensure that progress against our performance framework is updated regularly:

- targets will be measured annually and published on the East of England Observatory website
- outcomes indicators will be measured twice a year and published on the East of England Observatory website
- reports on progress against the regional economic strategy action plans and associated milestones will be presented to Regional Partnership Group and the East of England Regional Assembly on an annual basis
- a comprehensive 'State of the Regional Economy' report will be published mid-way through the regional economic strategy review cycle and will include a full report on the performance framework and other evaluation activity.



Accompanying documentation



The draft regional economic strategy is accompanied by a series of documents, as required by government guidance. These documents are:

- ✱ integrated sustainability appraisal (an independent appraisal of the draft regional economic strategy and delivery framework)
- ✱ draft regional economic strategy evidence base
- ✱ East of England: joint modelling for the regional economic strategy and the regional spatial strategy (future scenarios of the East of England economy)
- ✱ report on the regional economic strategy review process.

Comments are invited on these documents.

Consultation

The draft regional economic strategy consultation will last for a period of twelve weeks, running until the end of **Monday 26 November 2007**.

Consultees are encouraged to take a look at the full draft regional economic strategy and respond to specific questions within it. Further discussion will be facilitated through workshops with key partners and wider consultation events to be held in October/November 2007. EEDA will work closely with key partners in drafting the final regional economic strategy and implementation plan – which will be submitted to the Secretary of State for Business, Enterprise and Regulatory Reform for endorsement in early 2008.



East of England Development Agency

The draft regional economic strategy for the East of England – have your say

The East of England Development Agency (EEDA) is encouraging individuals and organisations to respond to this draft regional economic strategy (RES).

More information (including a 'pdf' version of the draft strategy, supporting evidence and integrated sustainability appraisal) can be found on EEDA's website. Please take a look at consultation documents and then give your views via the online survey. These can be found on the RES review home page: www.eeda.org.uk/resreview

The draft regional economic strategy consultation will last for a period of twelve weeks, running until the end of **26 November 2007**. We look forward to receiving your views.

If you would like to view a pdf of the draft regional economic strategy visit the RES review home page www.eeda.org.uk/resreview

If you have any questions about the regional economic strategy review process, please email resreview@eeda.org.uk

The draft regional economic strategy for the East of England 2008 – 2031 was developed by EEDA with the support of a wide range of stakeholders.

For more information about the East of England visit the East of England Observatory www.eastofenglandobservatory.org.uk

East of England Development Agency
The Business Centre
Station Road
Histon
CB24 9LQ

Telephone: 0845 456 9200
Fax: 01223 713940
Email: resreview@eeda.org.uk
Web: www.eeda.org.uk/resreview

EEDA_RES/SEPTEMBER 07

If you know anyone who needs this document in another format or language, please contact EEDA. Telephone 0845 456 9200, email resreview@eeda.org.uk

Në qoftë se njihni ndonjë person që i nevojitet ky dokument në një format apo gjuhë tjetër, ju lutem kontaktoni East of England Development (Zhvillimi i Anglisë Lindore) Telefoni i agjensisë (EEDA): 0845 456 9200

إن كنتم تعرفون عن حاجة أي شخص لهذه الوثيقة بهيئة أو بلغة أخرى فالرجاء الاتصال بوكالة تطوير شرق إنجلترا (إي إي دي أ) على الهاتف: 0845 456 9200

আপনার পরিচিত কেউ এ লিফলেট অন্য কোন মাধ্যমে বা ভাষায় চাইলে দয়া করে ই-মেল অফ ইংল্যান্ড ডেভেলপমেন্ট এজেন্সী (ইইডিএ) কে যোগাযোগ করুন: টেলিফোন: 0845 456 9200

如果你知道誰人需要這份文件以另一種格式說明或者翻譯成另一種語言，請與東英格蘭拓展局 (EEDA) 聯絡，電話 0845 456 9200

જો તમે બીજી એવી કોઈ વ્યક્તિને જાણતાં હો જેને આ દસ્તાવેજ બીજા કોઈ સ્વરૂપ કે ભાષામાં જોઈતો હોય, તો કૃપા કરીને ઈસ્ટ ઓફ ઈંગ્લેન્ડ ડિવેલોપમેન્ટ એજન્સી (ઈઈડીએ)-નો સંપર્ક કરો: ફોન: 0845 456 9200

Jeżeli zna Pan/I kogoś kto może skorzystać z przeczytania niniejszego dokumentu w innym formacie lub języku, prosimy o kontakt z East of England Development Agency (EEDA) pod numerem telefonu: 0845 456 9200

Se conhecer alguém que precise deste documento em outro formato ou idioma deve contactar East of England Development Agency (EEDA), tel. 01223 800822

ਜੇ ਤੁਸੀਂ ਕਿਸੇ ਅਜਿਹੇ ਵਿਅਕਤੀ ਨੂੰ ਜਾਣਦੇ ਹੋ, ਜਿਸ ਨੂੰ ਇਸ ਦਸਤਾਵੇਜ਼ ਦੀ ਕਿਸੇ ਹੋਰ ਰੂਪ ਜਾਂ ਬੋਲੀ ਵਿੱਚ ਲੋੜ ਹੈ ਤਾਂ ਕਿਰਪਾ ਕਰਕੇ ਈਸਟ ਐਂਡ ਇੰਗਲੈਂਡ ਡਿਵੈਲਪਮੈਂਟ ਏਜੰਸੀ (ਈ.ਈ.ਡੀ.ਏ.) ਨੂੰ 0845 456 9200 ਤੇ ਟੈਲੀਫੋਨ ਕਰੋ ਜਾਂ ਇਸ ਪਤੇ ਉੱਪਰ ਨੂੰ ਕਰੋ

اگر آپ کسی ایسے شخص کو جانتے ہوں، جسے یہ ڈاکیومنٹ کسی اور انداز (format)، یا زبان میں درکار ہو تو، براہ کرم ایسٹ آف انگلینڈ ڈیولوپمنٹ ایجنسی (ای ای ڈی اے) سے رابطہ کریں۔

فون : 0845 456 9200