



IPSWICH
VISION

IPSWICH MEANS BUSINESS

Ipswich is the oldest English town that boasts a “new” waterfront, a university and a cultural centre that attracts visitors from all over the world. Its location makes connection nationally and internationally easy; business premises and housing are competitive; and there is so much to do both in the town and around the beautiful countryside of Suffolk.

We are one of the fastest growing urban centres in the East of England region. A third of a million people live within 15 miles of the town centre and enjoy thriving commercial and educational sectors, cultural festivals, theatres, museums and excellent sports facilities.

Ipswich has strong sectors in financial and professional services, ICT and digital creative, manufacturing, ports and logistics as well as being a base for various public sector organisations. We have numerous high quality public and private schools, a further education college and a University Campus.

We offer excellent transport links with London, the rest of the country and Europe and have the added advantage of being surrounded by unspoilt countryside and close proximity to the Suffolk coast. House prices are low in comparison with most other towns and cities within an hour of London.

The many advantages of Ipswich have been recognised with its selection by Government as a City Deal partner and a centre for the Recreate creative industries programme supported by the EU. The “Greater Ipswich” City Deal will drive forward local growth, boost investment in skills and apprenticeships and cut unemployment among the young. The Greater Ipswich area is central to the prosperity of the region, providing 260,000 jobs and hosting nearly 20,000 trading businesses.

Don't just take our word for it. Discover why businesses choose to establish and grow their operations here. Learn why individuals and families love this area as a place to live, work and enjoy their lives.

We look forward to welcoming you to Ipswich.

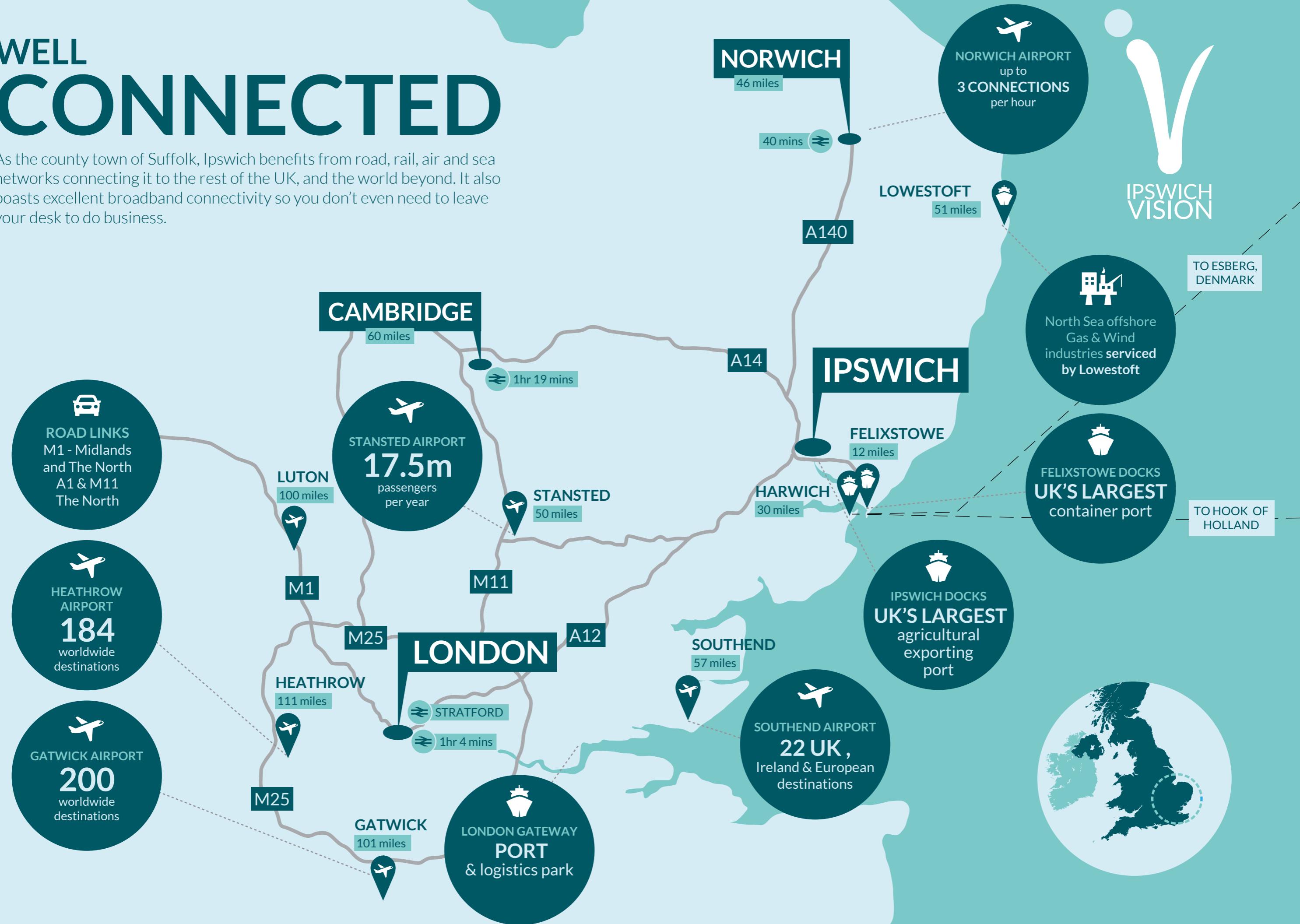


Credited to Aerocams - copyright of University Campus Suffolk



WELL CONNECTED

As the county town of Suffolk, Ipswich benefits from road, rail, air and sea networks connecting it to the rest of the UK, and the world beyond. It also boasts excellent broadband connectivity so you don't even need to leave your desk to do business.



POPULATION GROWTH

Ipswich is in a period of strong population growth

Employment figures are projected to rise by 6,800 during 2014/2025

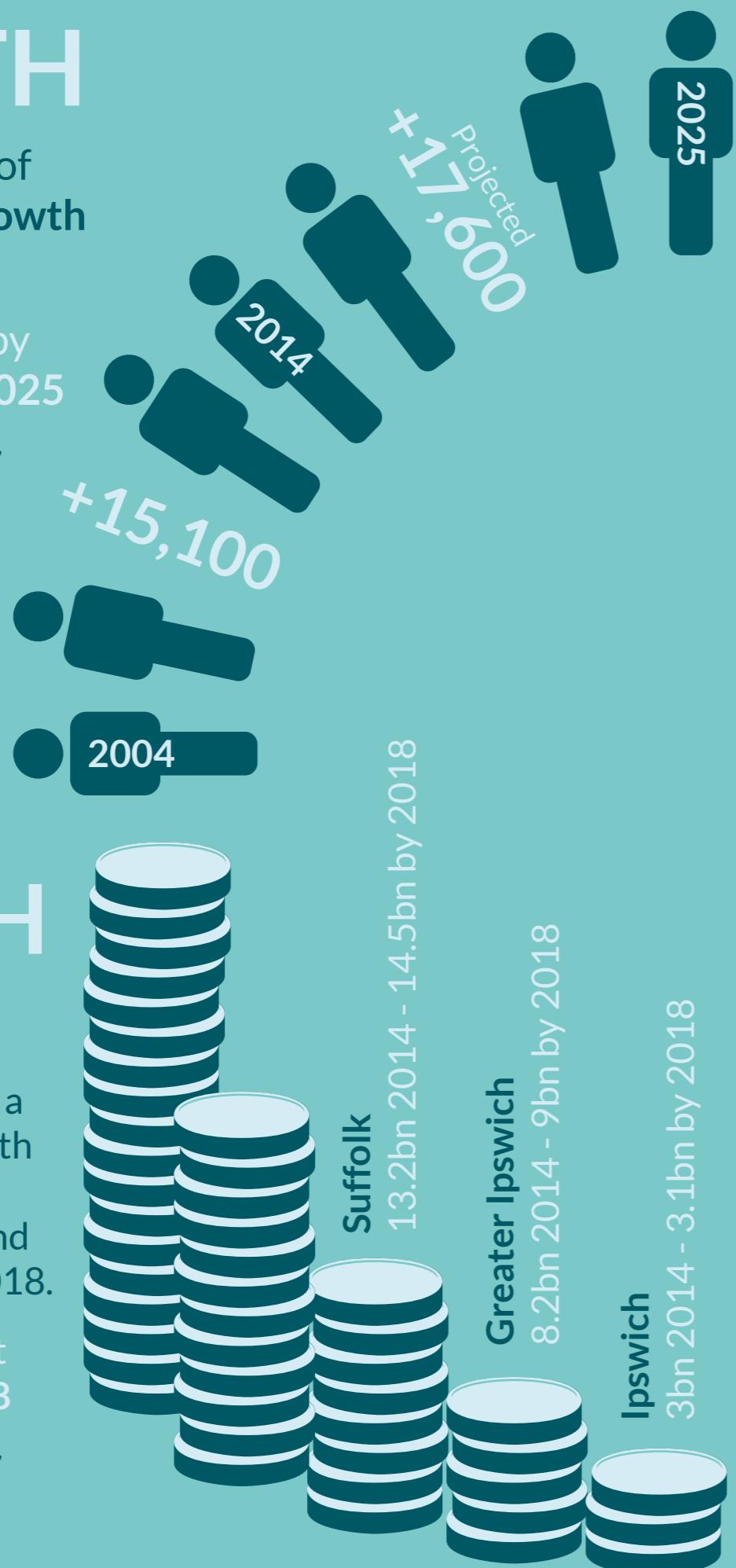
Source: East of England Forecasting Model, Oxford Economics

POSITIVE ECONOMIC GROWTH

All of our key business sectors play a huge part in ensuring that there is a positive economic growth forecast for Ipswich, the Greater Ipswich Area and Suffolk as a whole by 2018.

Ipswich's economy is set to grow by 10% by 2018

Source: East of England Forecasting Model, Oxford Economics



HIGH SPEED BROADBAND

81.3%

Ipswich Borough postcodes have the **12th highest superfast broadband penetration rates** of the 64 cities monitored by the Centre for Cities organisation.

Source: Centre for Cities outlook report 2015, www.cititesoutlook.org (January 2015)

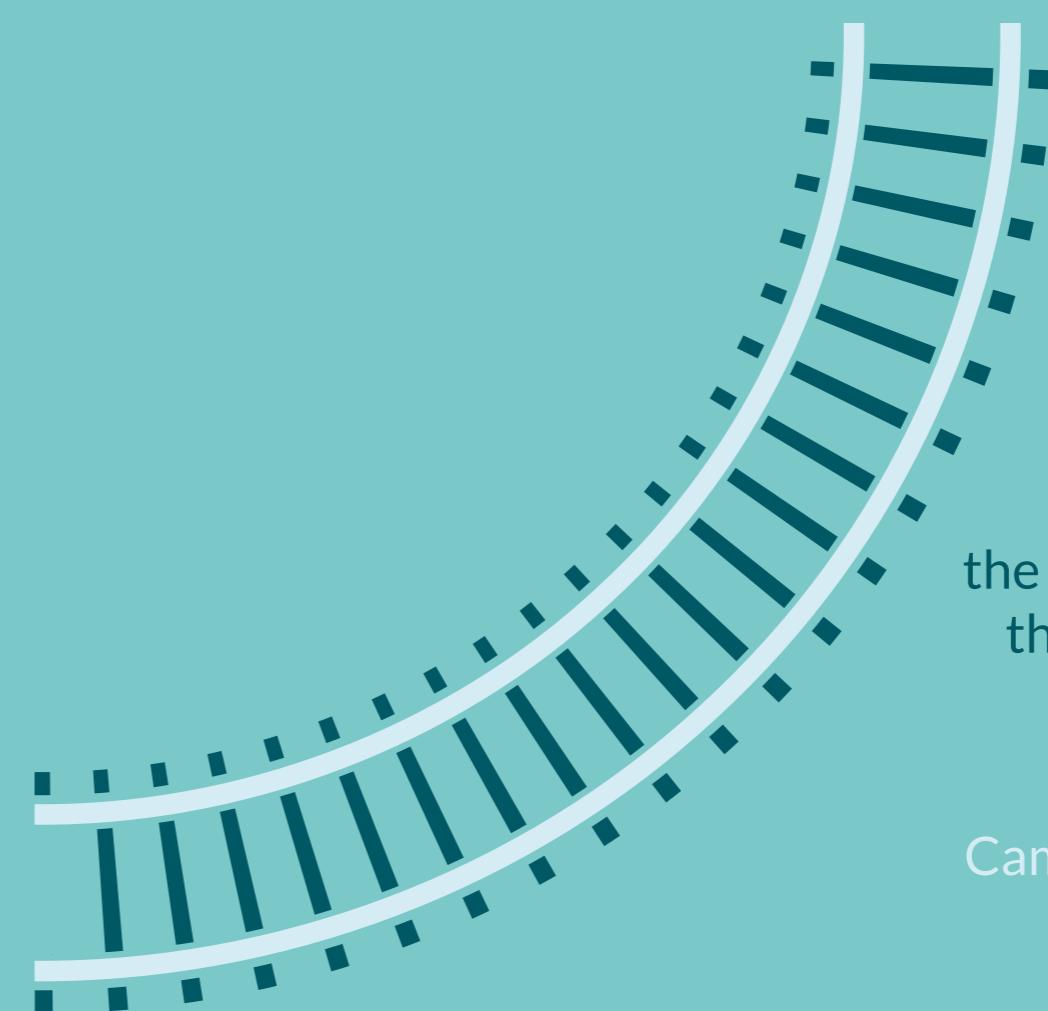


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CONNECTIONS

to London Liverpool Street in the heart of the city **every hour**, with the fastest train taking just **64 minutes**.

Easy connections to Cambridge and Norwich





COST INCENTIVES

LIVING COST COMPARISON

With time and money being valuable commodities, what can a work move to Ipswich mean for your employees?

LONDON OPTION

Employee A currently lives in a two bed apartment in London and is working in the City.

Cost to buy 2 bed apartment - **£380,000**

Cost to rent apartment - **£19,500 per annum**

Travel - Tube - **£1,256 per annum** - One hour per day



IPSWICH OPTION

Employee A gets offered a job in Ipswich and is weighing up the move.

Cost to buy 2 bed apartment - **£190,000**

Cost to rent apartment - **£9,600 per annum**

Travel - Walk to work (no cost) - 20 minutes per day

Employee B is already an Ipswich Resident, but commuting to London

They get offered a job in Ipswich, this is the saving they will make.
3 hours daily commute time (equivalent to 42 days per annum)

Total cost saving of approximately **£7000 per annum**



COST INCENTIVES

BUSINESS OCCUPATION COST COMPARISON

If you are thinking of bringing your business to Ipswich, one of the big things on your mind will be “What is the cost incentive of moving to Ipswich?” This page will tell you all you need to know.

LONDON OPTION

100-person project in a 20,000 sq. ft office at South Bank, London

Cost to rent office (excluding rates and service charge)

£600,000 (£30/sq. ft) per annum



IPSWICH OPTION

100-person project in a 20,750 sq. ft office in St Clare House, Ipswich*

Cost to rent office (excluding rates and service charge)

£123,490 (£5.95/sq. ft) per annum

*Five minutes walk from mainline station and town centre

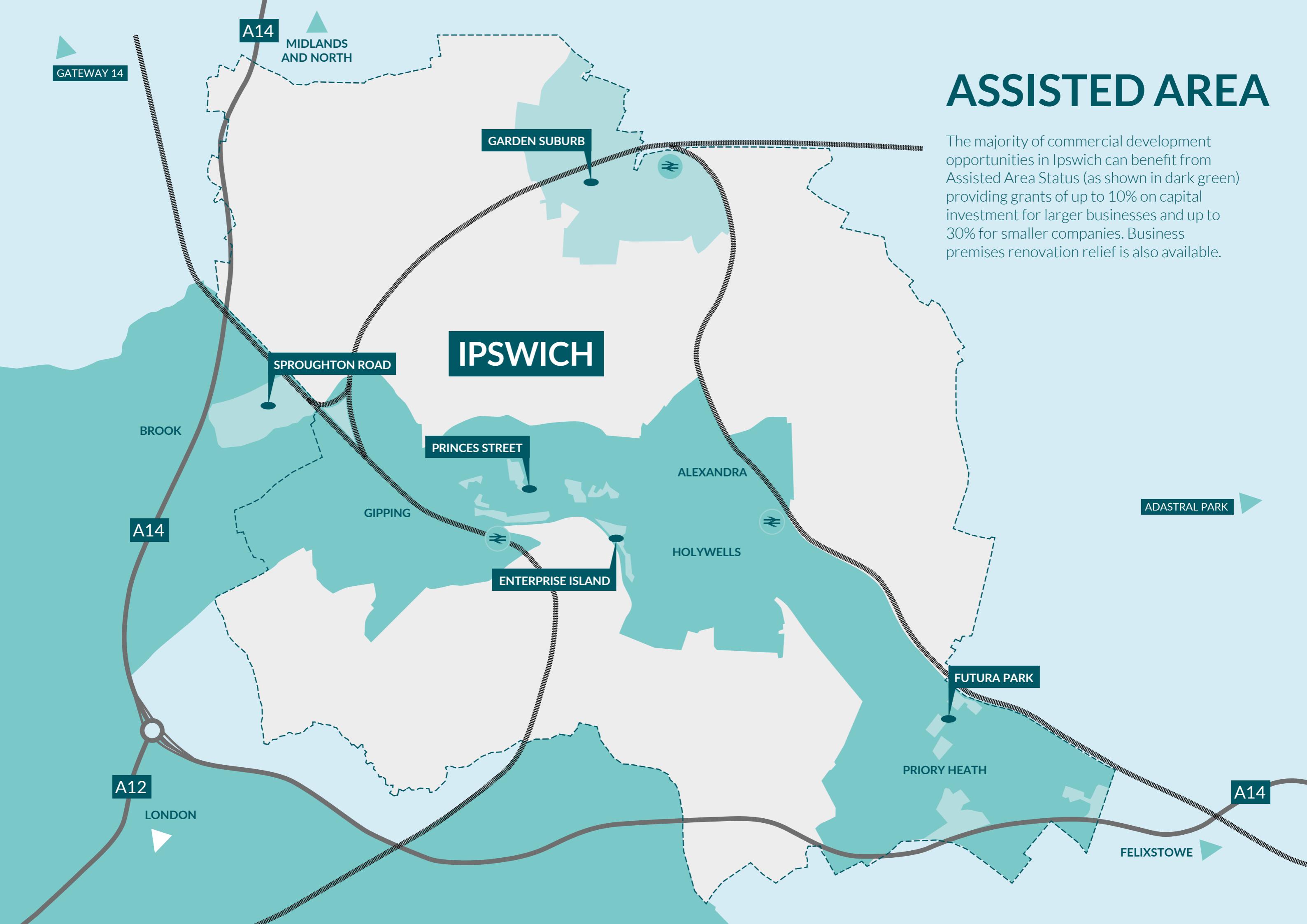
What are the advantages to a company in moving to Ipswich?

Relocating a 100-person office from Southbank to Ipswich:

- If renting, a saving of £476,500 per annum, or a saving of £4,760 per employee
- If buying offices, South Bank Investment would be c£6.7 million, St Clare House would be c£1.4 million. Hence moving to Ipswich would free up £5.3 million or £53,000 per employee (comparison assumes 9% yield).

ASSISTED AREA

The majority of commercial development opportunities in Ipswich can benefit from Assisted Area Status (as shown in dark green) providing grants of up to 10% on capital investment for larger businesses and up to 30% for smaller companies. Business premises renovation relief is also available.



PRINCES STREET

Princes Street is an office district offering new high quality office developments alongside existing accommodation including the landmark Grade 1 listed Willis building. Princes Street links the town centre and the railway station. With frequent rail services from Ipswich to London, Norwich and Cambridge, Princes Street is ideally placed to accommodate businesses that wish to take advantage of these connections whilst providing a lower cost in relation to other centres in the region.



- Ipswich is a strong insurance and financial services centre with both AXA and Willis amongst its largest employers.
- Planning permission has been granted for 25,000 m² of office development on Ipswich Borough Council's 2.2 hectare plot.
- Planning permission has been granted for a 4,900 m² office building on a 0.4 hectare plot at 141/151 Princes Street.
- Connexions at 159 Princes Street is being refurbished to provide 4,700 m² of modern office space on a 0.34 hectare plot.

- The area includes additional development opportunities along the River Gipping for residential and commercial purposes.
- Recent improvements to pavements and crossings along the length of Princes Street as part of a multi-million pound investment to improve travel for all users of the town. Further development of the railway station and forecourt planned for 2016.

ENTERPRISE ISLAND

The Ipswich Waterfront will benefit from the proposed Enterprise Island development on the former 'Island site'. It will provide space for further high-quality development as the Waterfront Quarter is fast becoming a centre for excellence in high-tech goods and services, as well as cutting-edge creative arts.



- A tidal flood barrier is under construction to be completed in 2017.
- A Wet Dock Crossing is being explored which in addition to improving access to the Island can provide an east to west route for pedestrians, cyclists and vehicles.
- Opportunity for mixed residential, employment and leisure uses including signature visitor attraction themed around Ipswich's maritime history, boat building and marine activities already located there.
- 2 hectares of employment land offering an initial 2,000m² of office space.

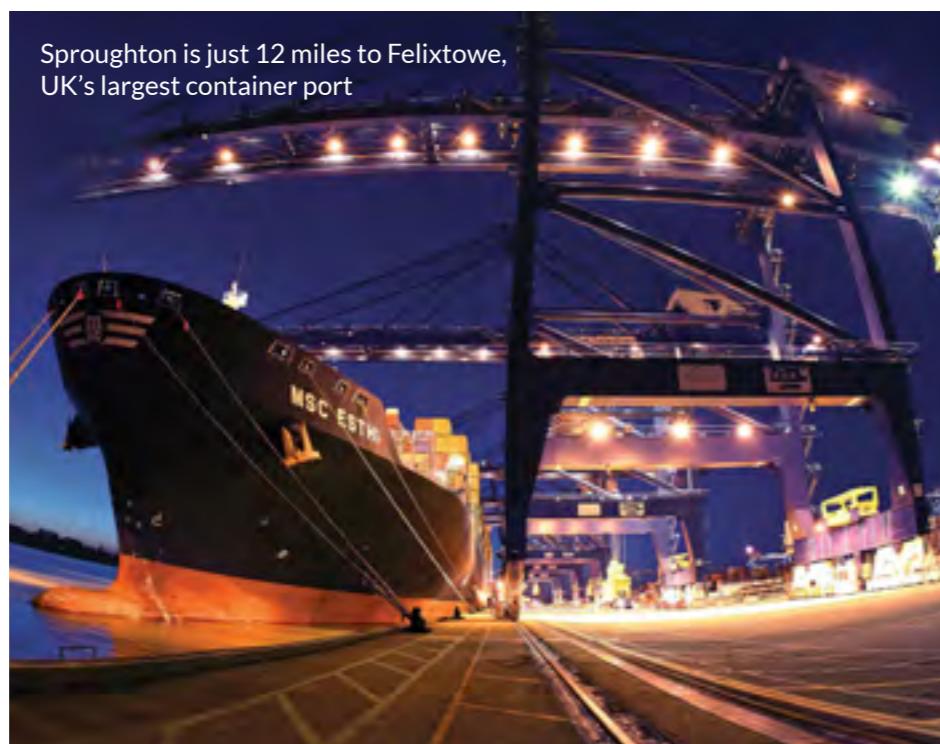
- The Island is located in the heart of the Ipswich Waterfront on land that was reclaimed when the Wet Dock was constructed over 150 years ago creating an Island linked to the 'mainland' by a narrow connection at St Peter's Dock.
- The Waterfront contains a mix of commercial, leisure, residential and educational uses including University Campus Suffolk, which together with nearby Suffolk New College brings a large number of students into the area.

SPROUGHTON ROAD

A former British Sugar site offering strategic development opportunities. The site's excellent location and access to the A14 via junction 54, west of the Orwell Bridge, provide a unique position relative to the sub-regionally important gateway function of the area, based around the international ports of Felixstowe, Harwich and Ipswich.



- 34 hectares site consisting of 14 hectares developable land offering 50,000 m² of commercial space.
- Ideal location for commercial operations that may support or be linked to port/logistics market looking to either expand or relocate within the region.
- Potential opportunity for agri-tech related industrial activities.
- Good access to Eastern England, the Midlands, the North and London.



Sroughton is just 12 miles to Felixstowe, UK's largest container port

IPSWICH GARDEN SUBURB

Ipswich Garden Suburb is a site which has been identified as an urban extension to the north of the town in order to provide up to 3,500 homes and associated infrastructure.



- A planning application for 815 homes is currently being considered.
- Completions of housing are expected to begin from 2017, with between 75-200 house completions per year.
- Estimated population will be around 8,400 residents.
- In addition to housing the development is also expected to deliver: 3 primary schools; a secondary school; district centre with retail space, health centre and community facilities; and a 24 hectare Country Park.



GATEWAY 14

Gateway 14 is a new 100 acre Logistics and Business Park, extending to nearly 200 acres (79 hectares) on junction 50 of the A14 (euroroute 24) at Stowmarket in the East of England, around 10 miles north west of Ipswich. Gateway 14 will accommodate over 1 million ft² (93,000 m²) of logistics, warehousing, advanced manufacturing and business space.

The A14 connects the International Ports of Ipswich, Felixstowe and Harwich with the rest of the UK motorway network via Cambridge and is one of Europe's most important container haulage routes.

A Food Enterprise Zone (FEZ) will be established on part of the site in Spring 2016. It will cover 20 hectares of the northern end of the site. Initially the FEZ will have a Local Development Order which will allow certain types of 'B Class' construction to have permitted development rights. This will enable food related businesses to build their factories, offices and workshops quicker and without the cost of planning application fees. The FEZ will also have schemes to encourage training, skills and apprenticeships to support jobs in the food industry.



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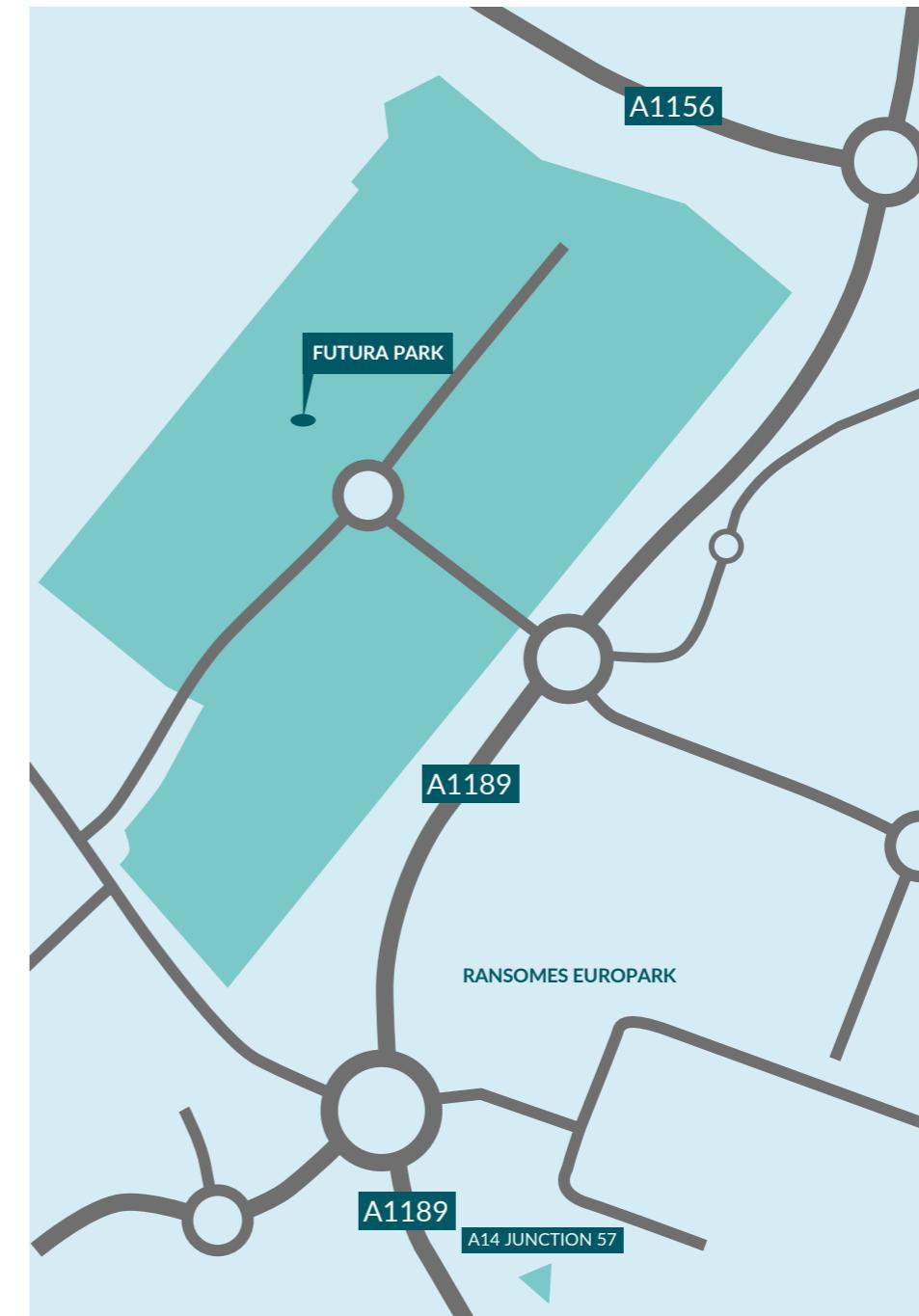


FUTURA PARK

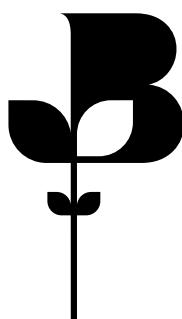
Futura Park will be a thriving working environment with 7.1 hectares of plots available, in superb landscaping. The mix of retail, office and industrial premises is served by a new road infrastructure and is set near Junction 57 of the A14 giving convenient access to Felixstowe, Eastern England, the Midlands and London.

This vibrant new destination is located on the South East of Ipswich. The park includes the first ever combined John Lewis at home and Waitrose store, opened in November 2012. The store sits opposite the non-food retail phase which opened in August 2013. Let to DFS, Paul Simon, Oak Furniture Land, Furniture Village, Carphone Warehouse and Costa Coffee.

Futura Park offers many opportunities for employers to build new commercial property units on a flexible land sale or design & build basis. There is potential for office space, industrial units, warehouse/storage facilities, car showrooms and trade counters.

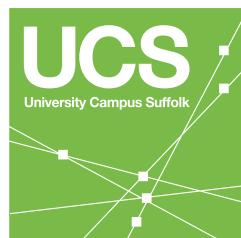


For more information
www.futura-park.com



Ipswich
Chamber of
Commerce

Part of the Suffolk
Chamber of Commerce



NEWANGLIA

Local Enterprise Partnership
for Norfolk and Suffolk

Ben
GUMMER
Working hard for Ipswich

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