



IPSWICH ECONOMIC DEVELOPMENT STRATEGY 2013 - 2026

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"Ipswich Borough Council is committed to supporting businesses and helping to create and sustain jobs in Ipswich. This Economic Development Strategy outlines our vision for the future and our determination to build a better and more prosperous town despite the challenging economic circumstances.

Councillor Carole Jones
Economic Development portfolio-holder

Ipswich Borough Council

CONTENTS

SECTION 1

Executive Summary

SECTION 2

Introduction

SECTION 3

Vision

- Aims
- New Initiatives

SECTION 4

Background & Strategic Context

- Outlook
- Investor Confidence in Ipswich

SECTION 5

Economic Profile & Key Sectors

- Overview
- Public Sector

Established Growth Sectors

- Financial Services
- Ports & Logistics

Potential Growth Sectors

- Tourism & Hospitality
- Culture
- Energy
- Skills & Education
- ICT & Creative

SECTION 6

Future Developments

- Ipswich - East Anglia's Waterfront Town
- Commercial
- Employment Land
- Private Housing
- Council House Building
- Infrastructure
- City Deal

SECTION 7

Potential Funding Streams

- Growing Places Fund
- Regional Growth Fund
- Portas Pilots
- High Street Innovation Fund

APPENDICES

Appendix 1

Ipswich Policy Area

Appendix 2

List of Key Partners

Appendix 3

Summary and Contact Details for
'Transport Fit for the 21st Century'

Appendix 4

Strategic development sites/schemes
within Ipswich

Appendix 5

Strategic development sites/schemes
within Ipswich Policy Area

Appendix 6

Executive Summary from Town Centre
Master Plan 2011 - 2016



1

EXECUTIVE SUMMARY

Since the financial crash in 2007, Ipswich's economy has coped comparatively well despite challenging economic conditions. While future economic growth will be subject to the influences of several external factors beyond the control of the Council or its partners, there is clear scope for decisive and effective action to support the Ipswich economy.

The Council's economic vision for Ipswich is "An inspiring and exciting town perceived as both an attractive location for investment in business and a centre of excellence for education. Creative people in partnership with dynamic businesses will drive a diverse and innovative urban economy. A sustainable and low carbon Ipswich will enable individuals to flourish, and inhabitants will be notable for their enterprise, ambition, creativity and pride in their town."

This vision is supported by two clear ambitions for Ipswich's economy over the next 14 years:

- To create the right conditions to create 18,000 additional jobs within the Ipswich Policy Area ; and
- To enable the construction of 10,500 new homes.

The strategy complements the Local Development Framework, the Core Strategy, the Town Centre Masterplan, and other relevant policy documents.

We will continue to work with partners to develop bids and tenders to attract both public and private funding in to the local economy. This activity will include addressing significant infrastructure needs and will facilitate the enhancement of skills throughout the Ipswich economy.

The Council is confident that established sectors including financial services, public administration, and freight and logistics will maintain their position of strength and prominence in the Ipswich economy. In addition, we anticipate the following four sectors will drive economic expansion over the next decade and beyond. This selection has been based on both the sectors' current position and their future potential for investment and growth that will benefit the Ipswich economy:

- Education
- Tourism, Hospitality & Culture
- Energy
- ICT & Creative

The Council strongly believes that the prospects for economic development are

positive and Ipswich continues to attract significant external private sector investment, as evidenced by the number of major development projects that are either planned or underway across the Borough. The completion of these developments over the coming years will offer the prospect of new employment and business opportunities.

Ipswich also benefits from a diverse cultural economy founded on a collection of high quality assets located throughout the town and the waterfront area. The Council will make every effort to secure further investment in these assets, and ensure they are promoted to new audiences, thereby increasing the volume of visitors to the town.

Flourishing Waterfront



2

INTRODUCTION

This economic development strategy focuses on job creation and retention, as well as promoting and attracting investment to Ipswich. This reflects Ipswich Borough Council's Corporate Plan – 'Building A Better Ipswich'.

The Council's economic strategy has taken account of the aspirations of our economic development partners including Suffolk County Council, New Anglia Local Enterprise Partnership (NALEP), the Ipswich Policy Area Board, University Campus Suffolk (UCS), Suffolk New College, the Haven Gateway Partnership, Ipswich Central, the Ipswich Chamber of Commerce and the Growth Cities Network.

Supporting the local economy is Ipswich Borough Council's top priority and we will work with partners to ensure Ipswich takes every opportunity to succeed in difficult economic conditions.

This strategy outlines a framework for Ipswich's economic development, taking into account key employment sites adjacent to the Council's boundary and the strengths and opportunities these adjacent sites offer. We have used the Ipswich Policy Area (IPA) definition as a base for the purposes of all population calculations in this strategy. This strategy sets out clear economic

development priorities for Ipswich in the context of the Ipswich Policy Area's economic vision. A more detailed description of the IPA's economic vision can be found in Appendix 1.

The Council's Local Plan / Core Strategy estimates that the IPA will need to support an additional 18,000 jobs by 2025. In addition, Ipswich has been earmarked for 10,500 new homes by 2027 - roughly a third of the total housing growth for Suffolk. This economic development strategy will set out a path that will facilitate and encourage the attainment of these employment and housing growth targets.

The Council acknowledges that along with the partners listed above, it will have to work with a wide range of additional partners in the private, public and third sectors in order to achieve the aims set out in the following strategy. A full list of identified partners is included in Appendix 2.

This strategy has been widely consulted on and has been changed in response to many of the comments received. Consultation responses have been received from a variety of private and public organisations (and individuals). The Council is grateful for all the input it has received.

Following comments received during the consultation on the draft Strategy it was decided that it would be more appropriate to separately produce an Implementation Plan for this Strategy than to incorporate it within this document.

That will enable the Plan to be updated on an annual basis and also enable our Strategy and Plan to more effectively mirror the process that has recently been put in place for the equivalent Suffolk Strategy and Plan. The Plan will set out details In pursuit of delivering the aims of this strategy, the Council will seek to secure relevant streams of funding that align with the delivery of our economic vision – such streams include, but are not limited to, the Growing Places Fund and the Regional Growth Fund, as well as any additional external funding streams from either a national or European source.

In that regard, Growth in Suffolk: Our Economic Growth Strategy was published in February 2013. It sets out the economic ambitions for Suffolk and how they will be achieved. An implementation plan is being produced to sit alongside it - it is anticipated that this plan will be completed by autumn 2013. The Ipswich Strategy is closely aligned to the Suffolk Strategy and our implementation plan will be worked up, following consultation, and alongside the county-wide plan.

Busy waterfront



3

VISION

The Council will strive to ensure that Ipswich continues to innovate and develop while retaining and capitalising on its distinctive heritage and character. We want to see a thriving town centre, sustainable transport network and closer links between the heart of the town and the Waterfront.

“Ipswich will be an inspiring and exciting town perceived as both an attractive location for investment in business and a centre of excellence for education. Creative people in partnership with dynamic businesses will drive a diverse and innovative urban economy. A sustainable and low carbon Ipswich will enable individuals to flourish, and inhabitants will be notable for their enterprise, ambition, creativity and pride in their town”

This vision statement describes how the Council would like to see Ipswich develop over the next 14 years. We envisage the heart of our strategy comprising of eight core aims which are listed below. These aims will be combined with a comprehensive drive to improve skills and training in the town, and will be supported by targeted initiatives that will stimulate private sector investment and afford new employment opportunities.

The following aims are set out within Theme 1 (A Stronger Ipswich Economy) of the Council's Corporate Plan - 'Building A Better Ipswich':

- 1 We will make every effort to bring new investment and jobs to Ipswich.
- 2 We will provide incentives to bring empty shops and run-down areas back into use.
- 3 We will do more to ensure local businesses are claiming the reliefs and grants they are entitled to.
- 4 We will improve the skills and employment prospects of people who are out of work by increasing the number of apprentices, volunteering opportunities and work experience placements.
- 5 We will seek to use local suppliers and workers wherever possible.
- 6 We will ensure that the Council has a properly staffed economic development unit working to attract businesses to Ipswich.
- 7 We will encourage more people to volunteer and will support them to develop the skills necessary for sustainable community-led activities.
- 8 We will help provide the necessary infrastructure to enable Ipswich to develop and expand.

The Council is committed to creating an environment that stimulates business start-up activity, and supports existing business growth. The Council will ensure that all available partnerships, networks, and resources are readily identifiable to businesses, are straightforward to access - and provide good value, with a focus on:

- Support for entrepreneurs to start new business
- Support for existing business to develop, grow and generate additional employment opportunities in the Borough
- Creating the right conditions that will attract new investment into the town

Cultural heart



3

VISION

In the 'More Enjoyable Ipswich' theme of the corporate plan, recognition is given to the importance of events to the economy of the town. There is an aim to "increase the number of events in Ipswich both for the benefit of residents and to increase the number of visitors to our town" and an activity of promoting "an established Ipswich festival season, building on the success of Ip-art and the new Maritime Festival and welcoming new creative and imaginative opportunities."

The following list summarises a range of actions that are spelt out in greater detail in later sections of this Strategy. It is envisaged they will form a strong foundation to support Ipswich's future prosperity:

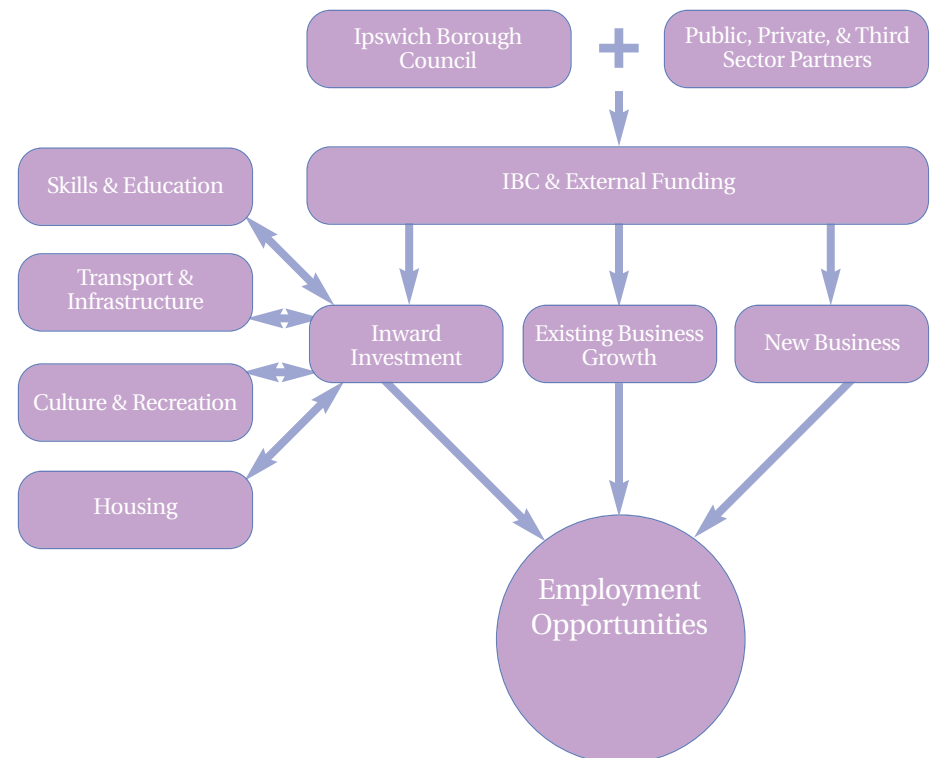
- Through on-going engagement with an informal panel of partners, the Council will identify the best value options for allocation of a £1.5m Jobs & Skills Investment Fund that it has established;
- Focus on tackling the issues associated with rising levels of youth unemployment, working with partners to maximise access to work experience and apprenticeship opportunities;
- Instigate a 'Kick Start' Development Programme on Council owned land;
- Building the first Council houses in Ipswich for more than two decades - and

establishing a long-term programme of Council housing development;

- Encourage and support the continued development of University Campus Suffolk (UCS) and, in particular, its main campus site on Ipswich Waterfront. The university's expansion will be a crucial factor in raising the profile of the town, attracting additional inward investment and generating additional discretionary spend in the local economy;
- Establish strong partnerships across the Ipswich economy and beyond in order to secure all available public and private funding that will contribute to achieving the town's housing and business development targets;
- Oversee targeted initiatives to try and rejuvenate empty town centre premises and encourage new business starts - e.g. by launching an improved and expanded test-trading scheme in the town centre;
- Develop a co-ordinated marketing plan with key partners to showcase the positive attributes of Ipswich in order to attract investors, both nationally and internationally;
- Assist with and support the new "All About Ipswich" website (www.allaboutipswich.com) to generate additional interest and expenditure in the town.

The Council and its various partners will have varying degrees of influence in relation to the delivery of these initiatives, as they will be effected by a wide range of external economic factors and conditions. The following section is intended to summarise the Council's view of the short to medium term economic climate, and how this climate may impact on the delivery of the strategy.

How Ipswich Borough Council and Key Partners Will Support Job Creation in the Ipswich Economy



4

BACKGROUND & STRATEGIC CONTEXT

The UK economy has suffered its worst recession for more than 60 years. In 2011, 23,600 businesses collapsed, this is expected to rise to 25,600 in 2012, with a projected further increase to 25,800 in 2013.

The Council is aware that respected forecasters are predicting a sustained period of uncertainty over a minimum of the next three years in terms of growth and investment, at both a national and European level.

To mitigate the effect of this widespread economic uncertainty on the local economy, this strategy will provide the scope and flexibility to enable the Council to adapt and respond to immediate pressures. Annual operating plans will set out the detailed work that needs to be undertaken each year to successfully take this strategy forward.

Due to prevailing economic conditions, in particular the continuing uncertainty over the future of the Euro zone, new and emerging market prospects for established businesses and start-ups in all sectors are unpredictable in the short term.

UK market demand is struggling due to the combination of two key factors - a persistently low level of consumer demand

particularly for discretionary spend products and comparatively low levels of funding available for small and medium sized businesses. The volume of commercial lending remains subdued and state supported funding initiatives are similarly scarce - as the Government continues to focus on reducing the national budget deficit.

OUTLOOK

Despite the pressures of a prolonged economic downturn, the Ipswich economy has coped comparatively well. While there have been some notable redundancies, the relatively high proportion of small and medium sized enterprises has allowed the local economy to be flexible in difficult trading conditions.

RECENT NATIONAL COMPARISON SURVEYS

Three recent publications, The Management Journal (MJ) (January 2013), Cities Outlook (Centre for Cities) (January 2013) and Santander's Town & City Index (February 2013) have produced independent data of performance and have all featured Ipswich. The headline results are summarised below:

The MJ study examined and ranked their findings both in terms of towns and cities, and in terms of local authorities. The

analysis of the local authority data ranks all 325 authorities in England. The information available lists the 'top ten' in each of the above economic performance indicator categories. Ipswich ranks:

- 5th for 'labour market';
- 7th for 'environment and infrastructure';
- 8th for 'business and enterprise';
- 8th for 'growth in business stock';
- 8th for 'workforce growth'; and,
- 10th for 'quality of life'.

Cities Outlook concluded that:

- Ipswich ranks 4th of all UK cities in terms of rate of population growth
- Fewer than 1 in 5 people in Ipswich have Level 4 qualifications or higher - ranking Ipswich 60TH out of 63 UK cities.

- From 2012 -2013 Ipswich, Wigan and Derby experienced an increase in average weekly earnings of more than £23 - the largest per head average increase of all UK cities

- Figures for 2010-2011 showed that Ipswich ranked 59th out of 63 in terms of average house price increases
- Ipswich also ranked 6th in terms of per head CO₂ emissions

The Centre for Cities asserts that the current economic performance of the UK's towns and cities should be viewed in two halves - the initial 'hit' from of the major recession of 2008-2009, and the subsequent period of stabilisation and intermittent recovery 2009-2012.



4

BACKGROUND & STRATEGIC CONTEXT

As an expression of this landscape the Centre produced its 'Recovery from Recession Index'. The index examined the following four datasets:

- Claimant Count - to estimate changes in the number of jobs
- Weekly wages - to account for the impact of the recession on those in work
- Business base - to account for start-up/closure rates
- House prices - to estimate land values

Ipswich ranked 59th out of 63 cities during the initial recession period 2008 – 2009. However, Ipswich ranked 19th of 63 for the second period 2009-2012. The findings indicate that while Ipswich was comparatively hit very hard by the recession between 2008 and 2009, it has stabilised from 2009 onwards. In terms of relative improvement in this index from 2008/09 to 2009 - 2012, Ipswich ranked 11th overall, well within the upper third of all cities, along with comparators such as Cambridge, Brighton, Gloucester, Northampton and Chatham. Comparators who ranked outside this upper third included Norwich, Oxford, Plymouth, and Peterborough.

The Santander UK Town and City Index seeks to identify the varying strengths and weakness of a range of urban locations in

the UK, looked at from the perspective of potential inward investors, both domestic and international. The research was led by Professor Francis Greene of Birmingham Business School. The index examines the building blocks that make a specific location more or less competitive and which locations have derived benefits from these key drivers.



Headline figures for Ipswich

- Ipswich ranks 24th of 74 urban centres outside of London in terms of overall competitiveness
- Ipswich ranks 14th in terms of broadband connectivity
- Ipswich ranked 21st for average Council Tax rates and overall Costs (including housing)
- Ipswich ranked 23rd for business and enterprise (including sector diversity, business starts and survival rates)
- Ipswich ranked 60th of 74 in terms of talent (including proportion of people holding level 4 qualification or higher and those who hold no qualification)

Businesses in Ipswich are likely to face the following significant challenges over the next 1-5 years:

- A sustained increase in the costs of raw materials
- A comparatively low level of demand for discretionary spend products/services for the next 1-2 years minimum
- A greater proportion of funding for capital projects and start-up activity will have to come from owners' own cash reserves (if any), or be leveraged against personal assets
- Reduced levels of UK and EU government funding for infrastructure projects, e.g.

transport connections, major regeneration of assets, super-fast broadband development etc.

- A reduction in UK government funding for nationwide business support services e.g. Business Link services were reduced significantly in autumn 2011.

In order to alleviate these challenges, the Council's economic development and planning teams intend to:

- Work closely with relevant partners (business support organisations, Job Centre Plus, Department of Business Innovation & Skills, UK Trade & Investment (UKTI), Ipswich and Suffolk Chamber of Commerce, third sector and community groups etc) to source available streams of funding to support both capital and revenue projects
- Provide timely and proportionate advice and guidance on planning and development issues to encourage potential investors to locate and expand business in Ipswich
- Provide information, guidance and sign-posting to all available business support networks and sources of potential funding for start-ups and established enterprises

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BACKGROUND & STRATEGIC CONTEXT

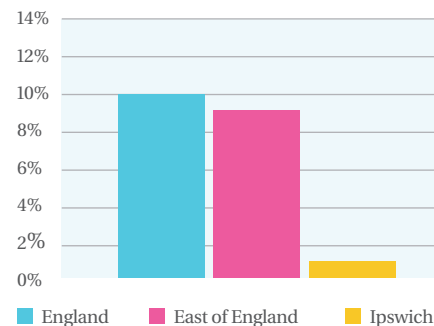
- Actively engage and maintain a dialogue with business owners to monitor emerging and sustained issues and challenges
- Identify opportunities to work collaboratively with support agencies and organisations
- Evaluate available opportunities for assisting potential start-ups to 'road test' their business ideas, e.g. working with retail centre managers on test trading schemes, supporting managers of business incubation units, etc
- Initiate joint initiatives with significant centres for skill development such Suffolk New College, Suffolk One and UCS.

The following charts compare 2007 (prior to the financial markets collapse) and 2010 (after which the full impact of the markets problems had filtered down to every part of the economy).

These charts outline some of the key underlying characteristics of the Ipswich economy, highlighting why the Ipswich business community has coped comparatively well through the initial and current phases of the financial crisis, while at the same time illustrating issues of underperforming entrepreneurialism which need focused attention to ensure the town achieves a healthy and sustainable recovery.

The chart below illustrates how the Ipswich business community has coped well with recent pressures, with the closure rate significantly below that of both the eastern region, and the nation as a whole. The annual rate of business failures between 2007 and 2010, increased by 10% nationally and 9% regionally, compared to a reduction of 1% in Ipswich.

Chart showing the comparative percentage increase in the annual volume of business closures 2007 - 2010



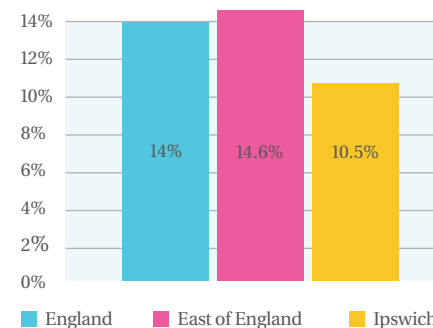
However, it is also evident from Office for National Statistics data that the Council must focus on fostering the right conditions to encourage a higher rate of entrepreneurialism in Ipswich. The chart below shows that during the period 2007 - 2010 the annual rate of new enterprises fell by around 16% nationally, 9% regionally, but in Ipswich this figure fell by 21.2%.

Chart showing the comparative percentage decrease in the annual rate of new enterprises 2007 - 2010



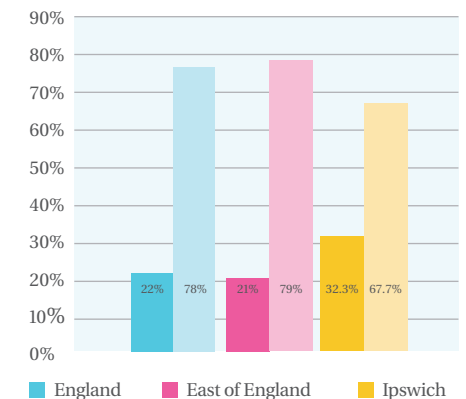
The need for Ipswich to improve its performance in terms of entrepreneurial activity and the volume of start-ups is further illustrated by the following chart. The chart below indicates that Ipswich is more than 3% behind the national profile in terms of self employment, and 4% behind the East of England.

Proportion in employment who are self-employed (16+) Oct 2012 - Sep 2011



The relatively high proportion of people engaged in public sector activity in Ipswich may be one explanation for the disparity between private and public sector employment. The following chart shows the comparative proportion of public to private sector employment in the Ipswich economy in relation to the East of England and the UK.

Proportion of public and private sector employment 2010



As the government seeks to shift the overall balance between the proportion of public and private sector employment in the UK, the Council will support people with the potential and opportunity to start their own business, facilitating advice and guidance to help Ipswich residents to become more entrepreneurial.

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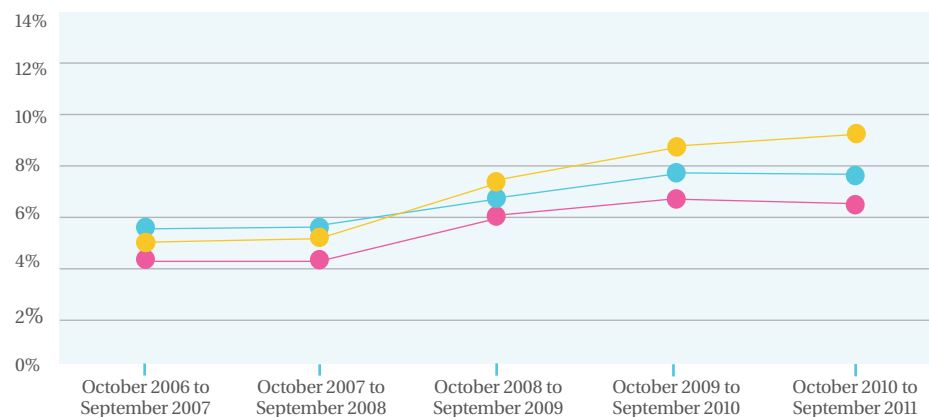
BACKGROUND & STRATEGIC CONTEXT

The Council recognises that the level of unemployment in the Ipswich economy as a whole must reduce. Broad support for all those seeking employment is required as the following chart illustrates. Ipswich currently has an unemployment rate of 8.9%, 1.1% above the national average of 7.8%, Ipswich is also 2.6% ahead of the East of England figure of 6.6%.

The Council is keen to ensure that the small gap between the Ipswich and national percentage profile that has increased since 2008 is closed over the next few years. Measures outlined in the Implementation section of this strategy will specifically address this issue.

Unemployment rate (16+)

■ England ■ East of England ■ Ipswich



Jerwood DanceHouse



INVESTOR CONFIDENCE IN IPSWICH

Despite the difficult economic conditions, there have been several significant bright spots for Ipswich over the past five years which will help to attract further investment to the town. UCS, the first university in Suffolk, was established in 2007, and has grown steadily to a current student population of 5,500 – with around 4,000 of them being based in Ipswich.

Over the past four years Ipswich has also benefitted from public sector investment in infrastructure projects resulting in improvements to local highways, and the public realm, a new rail chord to improve freight movement from adjacent ports, as well as the instigation of an enhanced flood defence scheme.

Excluding London, there has been a nationwide reduction in investor confidence, however, private sector investment in Ipswich town centre has continued at a steady rate. To date, high street retail closures that have occurred have been largely in relation to the demise of national chains, and are not exclusively linked to declines in local economic fortunes.

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ECONOMIC PROFILE AND KEY SECTORS

OVERVIEW

In terms of attracting new businesses to Ipswich and encouraging existing businesses to expand, it is useful to analyse the town's current profile of employment sectors. This analysis provides an indication of existing skills, expertise and available labour pools that businesses may be able to access.

The current economic and employment profile of Ipswich rests on four distinct areas of activity:

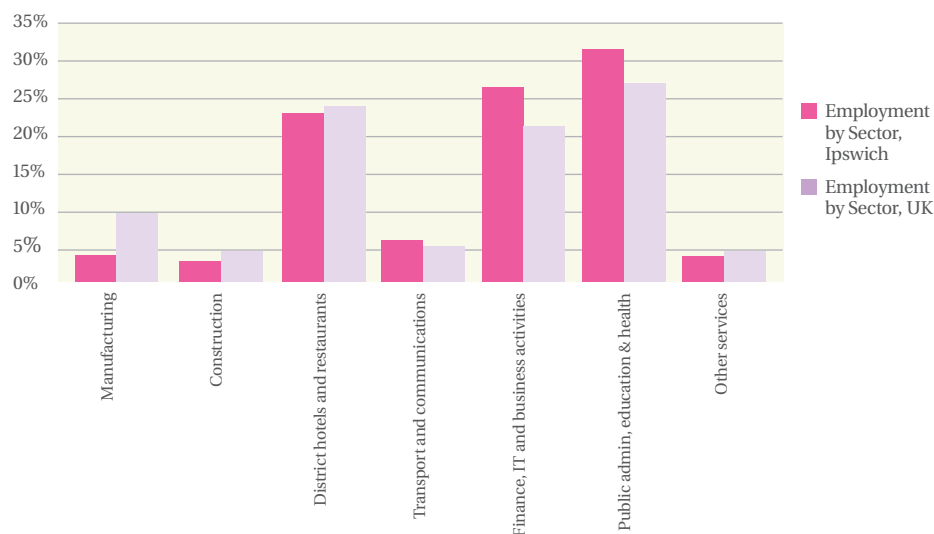
- Public sector activity – alongside Ipswich Borough Council, Suffolk County Council has its HQ in Ipswich. There is significant provision of post 16 education - Suffolk New College (a further education college), Suffolk One (a 6th Form College) and University Campus Suffolk. If these employers are combined with Ipswich Hospital and other 'local' offices (e.g. Inland Revenue, JobCentre Plus etc), then the public sector represents the biggest single employment sector in the town.
- The concentration of insurance expertise in the town - AXA and Willis employ over 1,000 people each in their Ipswich offices and these are complimented by a range of other major insurance sector businesses such as Call Connection and Liverpool Victoria (LV).

- A relatively high volume of IT expertise, which has largely spun out of, or is connected to the research and development activity at BT's Adastral Park, which lies on the eastern edge of Ipswich.
- Port and freight activity, stemming from both the town's own commercial port, and enhanced by the huge volumes of container traffic flowing through Felixstowe (and the large workforce based there - many of whom live in Ipswich).

The following chart provides a snapshot of the proportion of employment by sector in Ipswich, and compares this profile against the employment sector profile of the UK

The chart shows that more than 80% of the Ipswich workforce is employed in the following sectors: Public Administration, Education & Health (32%), Finance, IT, and other business services (26%), and Distribution, Hotels and Restaurants (22%).

Employment by sector: Ipswich compared to UK



The employment rate in Ipswich exceeds the national profile in the following sectors - Finance, IT & Communications, Transport and Communications, and Public Administration, Education and Health. Ipswich is most notably below the national profile in terms of employment in the manufacturing sector - 4.5% against a national figure of 10.2%, and a regional figure of 10.3%.

PUBLIC SECTOR

This sector features prominently in the employment landscape of Ipswich, with 32% of people in Ipswich are employed in public services, compared to 27% nationally. The largest public sector employers in Ipswich include two local authorities, one hospital trust, a university and two further education colleges. The Council is confident that employment in the skills and education elements of the public sector will be characterised by moderate, but sustained growth in the coming years. However, if we exclude the university and the colleges, the current policy of central government renders it unlikely that there will be any substantial growth in the public sector over the next five years.

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ECONOMIC PROFILE AND KEY SECTORS

However, the Council does not anticipate any further large scale job cuts in this sector, and that the overall volume of employment will remain stable. It is a vital source of employment for people living within the town and therefore needs to be promoted and developed.

As the sector has such a large employment base in the town it is reasonable to suggest that the skills needs are currently being met. However, the Council is aware that consideration must be given to the development of alternative and non traditional routes into this sector for example through apprenticeships to encourage young people in Ipswich to consider the public sector as a viable career path.

The continued reductions in public funding by central government may suppress the progression of key infrastructure projects which the public sector has previously engaged in. As a result, joint projects with the private and voluntary sector are likely to be an increasingly common occurrence.

The following paragraphs provide more in depth information regards the current private headline sectors in Ipswich. Some of these sectors are likely to remain stable, and continue to be a vital part of the wider

Ipswich economy in terms of their provision of employment, overall wealth generation, and potential to attract inward investment. However, the Council perceives that the Information and Communications Technology (ICT) sector, and the skills and education sub-sector have the clearest potential for sustained growth of the established sectors in the Ipswich economy. These two areas are outlined in more detail in section 6 - 'Potential Growth Sectors' of this strategy.

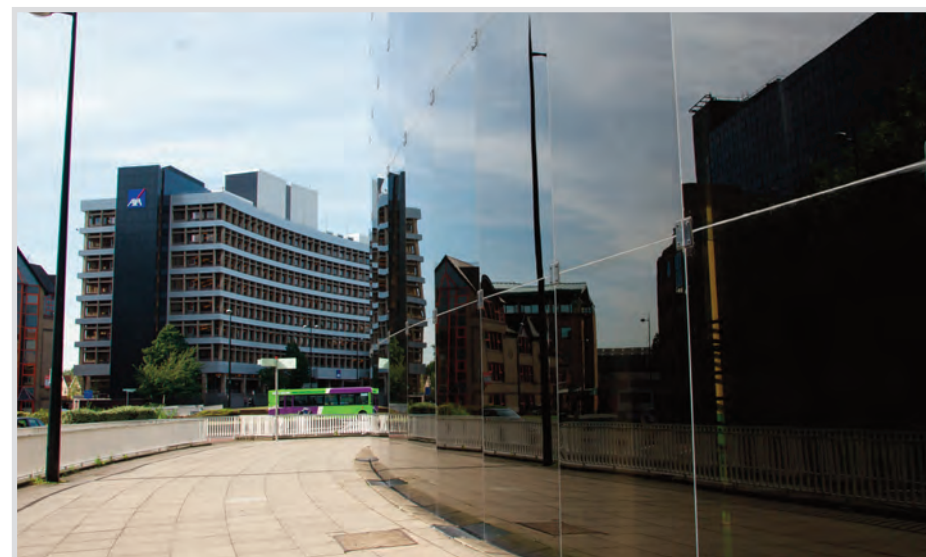
FINANCIAL SERVICES

Ipswich has a significant amount of activity in both banking and insurance; Royal Bank of Scotland (RBS), Willis, and AXA are three of the largest single employers in the town. Recently Liverpool Victoria (LV) insurance expanded their presence in the town - citing the availability of an established and knowledgeable workforce as a major attraction compared to alternative locations. Such examples support the assertion that Ipswich's skills pool for this sector is comparatively strong.

Approximately, 16% of the working population of Ipswich are active in businesses associated with some kind of financial services delivery or brokerage. Currently, this sector represents a

significant driver of employment and income. However, in the wake of recent macro-economic events, both the banking and insurance sub-sectors have had to make significant cuts, both in terms of overall operational budgets, and in terms of overall staff numbers. In addition, insurance premiums on a number of common policies have risen sharply, although this has not had a significant impact on the volume of purchase of insurance policies. This sector remains comparatively buoyant, although the market is likely to remain competitive for the foreseeable future.

The Willis Building and Axax



5

ECONOMIC PROFILE AND KEY SECTORS

PORTS AND LOGISTICS

Ipswich's port dates back to the 8th century and the town has maintained an active maritime character for over twelve hundred years.

The Port of Ipswich features a wide range of facilities to handle varied cargo. The town has a long and distinguished maritime history; recently the heritage of the port has been highlighted by the successful resurrection of the annual maritime festival. The Port is adjacent to the waterfront re-development project, which will be the focal point of investment activity and rejuvenation in the town for the next 5-10 years.

The Port of Ipswich features a wide range of facilities to handle varied cargo. Over the last 15 years approximately £26m has been invested in upgrading the port facility. Further development of the port is continuing, and currently directly employs 125 people and is responsible for almost 1,000 related jobs.

One of the port's strengths is its handling of dry bulk goods including aggregates, grain, animal feed, fertilisers and cement. It has over 16,000 sq m of covered warehousing complete with segregated bays, and has developed new infrastructure to deal with

each type of commodity. As well as shipping a significant proportion of Suffolk's agricultural exports, Ipswich is also the UK's largest grain exporting port. The port can also handle general cargo, including fresh produce, steel and palletised cargo.

In addition, the port has the facility to handle forest products from Scandinavia and the Baltic states, combined with a timber treatment centre for wood preservative prior to onward distribution.

Port of Ipswich



The Port of Ipswich is currently operated and managed by Associated British Ports (ABP), the significance and capabilities of Ipswich port is illustrated by the following table:

Ipswich Port - Vessel and Storage Capability

Vessel Size	Ipswich		
	Wet Dock	Cliff Quay	West Bank
Length	90	155	150
Beam	13.8	No Limit	No Limit
Draft	5.5	8.4	7
Mechanical Handling	<ul style="list-style-type: none"> • Four 10-tonne capacity cranes • One 15-tonne capacity crane • One 40-tonne capacity crane • Two 35.6-tonne capacity rail-mounted gantries • Two 37.5-tonne capacity cranes 		
Storage	Extensive covered storage totalling 67,583 sq m, Two transit sheds totalling 6,377 sq m, plus areas available for open storage.		

Felixstowe Port, the busiest container port in the UK lies seven miles south-east of Ipswich. In terms of assessing the port's impact on the Ipswich economy, it is important to include associated logistics, transport, storage, and distribution activity. Logistics and freight businesses based in Ipswich are ideally located to benefit from future increases in import activity coming through Felixstowe. Allied to this, Ipswich is a major transport hub for the eastern region, with a rail freight upgrade linking Ipswich and Felixstowe ports with the Midlands by 2014. In addition, Ipswich is a nexus point between the A12 and A14 - the region's two most significant highways, connecting London with the east coast, and providing a corridor to Cambridge and the Midlands.

5

ECONOMIC PROFILE AND KEY SECTORS

POTENTIAL GROWTH SECTORS

The following section highlights a handful of sectors that the Council believes have the clearest potential to significantly grow over the next decade and beyond. The Council have been mindful of Ipswich's unique character and contribution to the broader Suffolk and New Anglian economy, and has included those sectors that we feel are of specific relevance to the Ipswich economy, some of which may not be a key priority for our partners.

Key partners for the Council in delivery of this economic strategy will be Suffolk County Council and NALEP. Suffolk County Council's draft 'Skills for the Future Strategy', has helped to shape the contents of this section of the strategy - particularly with reference to sections outlining the energy, hospitality and tourism sections.

NALEP has publicised that while it is committed to encouraging the development of a wide range of sectors within both Norfolk and Suffolk, it is focusing its attention on the growth of the Tourism and Energy sectors.

Both Suffolk County Council's and NALEP's target sectors have been considered in framing this strategy's growth sectors. However, Ipswich's economic priorities will

differ from those of NALEP and the County Council - not least because both organisations have a more prominent rural remit.

As mentioned later in this strategy's 'Future Developments' section there are key sites in Ipswich that have secured planning permission for the development of comparatively large retail projects, most notably the investment being made at Futura Park. This site, along with additional significant developments both in the town centre and in the wider Ipswich area are likely to result in a significant increase in retail jobs over the next few years.

The Council is looking to strengthen Ipswich's existing retail reputation and enhance the town's overall offering in terms of both the quality and diversity of shopping, leisure and entertainment on offer to visitors. The Council is confident that when these developments come to fruition they will lead to a greater volume of retail spending in the local economy.

TOURISM & HOSPITALITY

The Council is confident that Ipswich will continue to develop as an attractive destination in its own right, as well as being recognised as an anchor location for visitors

interested in the broader East Anglian tourism offer. To ensure that available marketing resources are maximised the Council will co-ordinate the establishment of an overarching Ipswich Tourism Association. The Council is a partner of 'Visit East Anglia', this organisation currently receives backing from both private sector businesses and local authorities to specifically promote the East Anglian tourism offer.

Currently, Ipswich attracts around two million visitors a year, the majority of which are day visitors. One of the key challenges we will address is to increase the duration of visitors stay in Ipswich. Currently, the visitor figures show that day trip visitors significantly outnumber overnight, weekend, or week long visitors. Recent figures also indicate that around 75% of tourism visitors live within a 62 miles radius. Therefore, there is significant potential to grow the appeal of Ipswich as a cultural and tourism destination outside of the immediate region's boundaries.

Recent work with Ipswich Central and others has seen the creation of the 'All About Ipswich' website which is becoming the key site for all visitor related information about Ipswich.

Investment by Travelodge on Duke Street and Premier Inn on Star Lane have added two valuable additions to Ipswich's town centre offer - providing a complementary alternative to the established Novotel, Ramada Encore and Salthouse Harbour hotels.

The regeneration of the Waterfront in Ipswich, combined with the continued expansion of UCS will act as powerful drivers to the expansion in value and employment opportunities of the tourism, hospitality and cultural sub-sectors. We anticipate that the emergence of a strong partnership for tourism across Suffolk, together with the efforts of Ipswich Central, which is hosting a new "All About Ipswich" website, will increase the volume of day, weekend and holiday visitors to the town.

The Council will take steps to try and increase the number of applicants to this sector, and highlight available training resources for those interested in a longer term career in tourism and hospitality. The Council is supportive of the measures outlined in Suffolk County Council's 'Skills for the Future Strategy', relating to focusing on the development of customer service skills and apprenticeships in this sector.

5

ECONOMIC PROFILE AND KEY SECTORS

CULTURE

Ipswich is home to a wealth of diverse heritage and cultural assets including: Christchurch Mansion, Ipswich Museum, Ipswich Transport Museum, Ipswich Art School, The Regent Theatre, The New Wolsey Theatre, The Corn Exchange, The Jerwood DanceHouse and the most recent addition, The HEG (the High Street Exhibition Gallery) - as an education and community theatre performance space.

The success and attractiveness of these venues is illustrated by the following annual attendance figures :

117,500	Visited Ipswich museums
170,000	Visited the Regent Theatre
97,250	Visited the New Wolsey Theatre
46,680	Visited the Corn Exchange
5,390	Attended DanceEast performances

The town also has 602 listed buildings including Grade 1 examples such as Christchurch Mansion, Ancient House, and the Willis Building designed by Sir Norman Foster. In addition, Ipswich has two green flag award winning parks, which stage a diverse programme of annual events and festivals including major concerts, outdoor film screenings, Pulse Festival, Ipswich Music Day, Ipswich Mela, the Ipswich

Maritime Festival, an annual fireworks display, and the award winning Ipswich Arts Festival. The Ipswich Art Festival has attracted nearly one million people since its inception in 2003, generating £11.9m for the local economy.

These existing venues are a vital part of Ipswich's thriving cultural economy, and additional projects are being undertaken by the Ipswich and Colchester Museum service to create a 'cultural quarter'.

Christchurch Mansion

The Council will support efforts to maximise the investment that has already been made in Ipswich's cultural and heritage sector as outlined in the following paragraphs.

Examples of significant external investment secured via Lottery in the arts, sport, leisure & entertainments impacting on the economic climate in Ipswich over the past 5 years include:

Arts

- £50k for Waterfront light waves project
- £15k for Atrium Studios incubator space for creative industry
- £100k for Doctor Who Crash of the Elysium Immersive Theatre production
- £50k Ipswich Arts School development
- £420k for New Wolsey Theatre to remodel the backstage area

Sport

- £500k for Sports Hall at Suffolk New College
- £1m for development of Gymnastics Centre at Gainsborough
- £150k for development of Tennis Courts at Christchurch Park

Leisure & Entertainment

- £10k for Gipping Angling Preservation Society
- £195k to provide access to community recreation facilities for children with disabilities

Two Lottery Funding allocations have recently been awarded

- £1m to Red Rose Chain for Gippeswyk Hall project
- £3.6m to transform St Mary at the Quay into a Heritage Centre

5

ECONOMIC PROFILE AND KEY SECTORS

The Council aims to secure significant capital funding to re-develop the High Street cultural property portfolio including Ipswich Museum, Exhibition Gallery, and Ipswich Art School as a cultural destination of national significance to showcase local artistic talent, redevelop the New Wolsey Studio for the performing arts, and launch a community learning space with additional gallery provision for Ipswich Museum. Ipswich Town Football Club (ITFC), sited in the centre of the town, currently attracts around 400,000 fans into Ipswich each year. This significantly boosts the local economy before and after games, particularly in relation to the leisure, retail and hospitality sectors. In addition, it is recognised that ITFC's Charitable Trust plays an important part in boosting 16-25 year olds' economic prospects in Ipswich through initiatives such as the 'Team Programme'. The club has an important reputation across the country and is well recognised by a European, and even global audience. The Council wishes to work with the club to increase its key role in promoting Ipswich as a regional centre.

ENERGY

Ipswich is a key economic driver located in the most diverse energy region in the UK. The town is less than an hour's drive from Lowestoft, home to the country's most significant energy enterprise zone, and NALEP have been granted 'Green

Pathfinder' status to promote the area's expertise in the energy sector. In total there are 23 offshore and 52 onshore wind farms at various stages of proposals in the east of England. The scale of potential opportunity that the renewable energy offers is substantial. The UK is forecast to be home to 50% of Europe's total wind-power growth over the next 15 years.

In addition to wind energy generation methods mentioned above, the Carbon Trust recently published a report scoping out the potential of marine power generation -

"The UK's existing lead in the emerging marine energy sector would allow the country to capture 22 percent of the global market by 2050, generating around £76bn for UK plc"

Latest figures show that less than 1.5 % of the Ipswich workforce is directly employed in the Energy sector, however, it must be

acknowledged that certain activities e.g. health & safety training and sales and brokerage may fall under alternative definitions, so the 'real' percentage may be marginally greater.

When analysing this sector it is important to consider the potential that may exist for future engagement, whilst recognising that Ipswich is currently on the periphery of certain energy sector activity - eg. generation, supply and connection. For example, Ipswich is ideally placed to meet the emerging demand for transport and logistics, health and safety services, and brokerage and sales. In this regard the Council feels that the Port of Ipswich could be a vital player in the supply chain economy of the eastern off-shore wind projects, and we continue to work with UKTI to promote the port's capabilities to as wide an audience as possible. The Port of Ipswich has an impressive array of services and significant capacity to meet a range of commercial demands which could supply materials to locations such as Yarmouth and Lowestoft, who will be directly involved with offshore energy generation.

A rapidly emerging sub-sector of the broader energy landscape is commercial energy brokerage. Ipswich is home to two of the UK's most dynamic energy brokerage

companies, both Haven Power and Smartest Energy offer energy brokerage services to commercial clients nationwide, they are amongst the fastest growing companies in the Borough in terms of both turnover and employment. Both companies are aiming to continue substantial and consistent expansion over the next five years.

The Council will work closely with both Suffolk County Council and NALEP to ensure that Ipswich features prominently in any promotional campaigns that are targeted to secure investment into the energy sector. Ipswich's relative size and skills base in terms of professional services means that the town can provide affordable and high quality support services as the energy sector expands in the region over the next 5 - 10 years. The Council will also collaborate and support local education bodies as they work to address the inherent skills demands that the energy sectors' expansion will place on the local economy. For example, the Council has already engaged and is fully supportive of Suffolk County Council's East Coast Energy Skills Implementation Plan.

Finally the proposed development at Sizewell provides plenty of economic and employment opportunities for the area.

5

ECONOMIC PROFILE AND KEY SECTORS

SKILLS & EDUCATION

The Council recognises that in order to remain competitive and attract additional investment the standard of commercially relevant qualifications must keep pace with, and if possible exceed Ipswich's potential rivals. The Council will maintain its support for the expansion of higher level qualifications at all sixth form and further education colleges, as well as supporting the enhancement of the academic reputation of UCS.

In terms of more direct intervention, the Council will focus its attention on increasing the provision and quality of apprenticeships available to Ipswich's youth population. UCS is looking to maintain its impressive growth over the next five years, with an expected student body in excess of 8,000 by 2017. The university has recently acquired a 0.76 hectare site on the waterfront, and is undertaking research and feasibility studies to maximise returns on the sites eventual usage.

The provision of post GCSE education continues to improve in Ipswich with students able to access a wide range of vocational and academic courses. Suffolk New College is aspiring to achieve an 'outstanding' level of review from peers within the next two years for its education services. The college offers courses related

to both academic and vocational pursuits, boasting a fully working canteen restaurant staffed and run by students.

Suffolk One aims to offer the highest quality of facilities in both academic and technically based FE courses. As a result Suffolk One is attracting high calibre applicants from across Suffolk, and is now attracting applications from outside the county's boundaries.

In addition to providing training these institutions also offer services direct to businesses. At UCS, the 'Business Development Team', provides continuing professional development courses and also use of applied research to provide consultancy and knowledge exchange with local businesses. The focus of activity will remain on cementing the university's strong reputation in relation to applied research, as well as trying to increase the volume of international students attending the university. It is envisaged that attracting larger number so of overseas students will help to stimulate potential inward investment, as visiting students may decide to settle and establish businesses in the local economy.

UCS is committed to maintaining its excellent relationship with local business, and is intending to focus on further

enhancement of the creative sector and business support services such as The Eastern Enterprise Hub – thus ensuring they are at the heart of a truly entrepreneurial town. In recent years Ipswich has also seen the development of non-traditional education courses for example the School of Social Entrepreneurs at the Eastern Enterprise Hub.

The Council is keen to see the skills base of Ipswich's labour force reflect the sustained trend of the UK becoming a strong knowledge based economy. The Council will identify innovative and effective methods of training and development to enhance the competitiveness of the local knowledge economy. The Council perceives that in order to deliver these objectives we will need to enter into partnerships with established education and training providers, as well as local businesses and their respective trade and membership organisations such the Ipswich Chamber of Commerce and the Federation of Small Business.

However the recently published educational attainment figures at both Key Stage 2 and GCSE levels show the challenges in this area for the wider County and for Ipswich.

The education quarter



5

ECONOMIC PROFILE AND KEY SECTORS

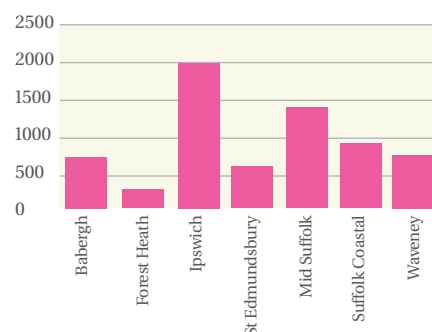
ICT AND CREATIVE

Ipswich has a diverse array of smaller firms engaged in Information and Communication Technology (ICT) and the creative industries, with a notable strength in the areas of digital marketing and software development. Several of the latter have close links to Adastral Park on the eastern edge of the town.

Both further education facilities in Ipswich run a wide range of courses related to the creative industries sector including: Art, Media Studies, Photography, Music Technology, Performing Arts, as well as various beauty therapy courses. UCS delivers Film, Graphic Design, Graphic Illustration and Dance courses. In addition, one of UCS's distinctive courses is focused on computer gaming design, offering courses in, Computer Game Design, Motion Graphics and Photography. Combined, these educational courses will significantly contribute to ensure Ipswich's creative graduates will enter the workplace with highly valued, sector relevant skills.

The following chart demonstrates the significant role that Ipswich plays in terms of the overall creative sector in the county. The majority of these jobs are related to software consultancy and supply.

Chart showing comparative volume of employment in the creative sector in Suffolk



The Confederation of British Industry (CBI) recently published a blueprint for this sector's growth, highlighting it as a potential driving force in the UK's emergence from recession. This report stressed amongst other factors the crucial part that a suitably qualified labour pool will play, particularly in the field of digital marketing and advertising, and also computer gaming, in which the UK is the biggest developer in Europe. As outlined in the previous paragraph, Ipswich already offers a diverse and high quality range of educational courses in creative and particularly digital creative fields. The Council will take an active role in support of further efforts to develop and promote these strengths to as wide an audience as possible.

The Council will encourage and support creative industries to supplement and enhance the retail and cultural economy. There is evidence to suggest that one of the key factors restricting more rapid expansion of the creative sector in both Ipswich and Suffolk has been a comparative lack of shared creative space. The Council has already provided £10,000 funding to UCS's Atrium facility, which is specifically aimed at providing low cost shared office and studio space for the creative sector.

BT at Adastral Park



6

FUTURE DEVELOPMENTS

The Council is continuing its efforts to attract significant investment and development projects, including regeneration of key sites / areas such as the waterfront. The Council will also be seeking significant capital investment to redevelop the area around the High Street and the museum as a nationally recognised cultural destination. The following paragraphs outline significant developments that are either underway, or hold potential for large scale investment, leading to job and housing creation. The realisation of these projects is largely dependent on the confidence of the private sector to invest, but the Council will examine proposals carefully where there is a clear opportunity to lend appropriate support and advice.

The Council will promote the town's current economic strengths and expertise in its established sector make up, and the potential of the town's envisaged growth sectors. We will with the County Council, NALEP and UKTI to ensure that Ipswich is recognised as an attractive inward investment location at a regional, national, and international level.

IPSWICH - EAST ANGLIA'S WATERFRONT TOWN

Ipswich is a town that is focused on its potential for growth, and has already taken

steps to ensure the necessary infrastructure, cultural and recreation facilities, and first rate educational institutions are in place to enable sustainable expansion.

The Council is seeking to capitalise on the unique appeal of the waterfront area, which has undergone such a dramatic transformation over the past ten years. As well as UCS main campus building on the waterfronts' eastern edge the waterfront features a highly attractive part-pedestrianised marina, with many cafes and restaurants. It is acknowledged that there are several developments which need to be completed in order to realise the

Stunning Waterfront



entire regeneration project. This strategy supports the Council's aspiration for Ipswich to become both a renowned tourist destination and centre for educational excellence.

The Council adopted a Town Centre Masterplan in 2011 which incorporates the 'Waterfront Town' ambition within it. More recently the Council has supported a bid led by Ipswich Central to win the government's Portas related X-Fund competition.

There are on going efforts to attract investment to this area of town, with the scope of potential development extending to significant projects on the periphery of

the waterfront area. The current owners of the port – Associated British Ports have invested in excess of £26m, (mainly on enhancing commercial assets and equipment at Cliff Quay and the West Bank Terminal), in expanding the port facilities over the past 15 years .

The Council is keen to enhance the perception of Ipswich and believe the following factors are key:

- Regional recognition as an attractive destination for retail shopping, for business activity and for public authority administration
- Nationally and regionally recognised centre for educational excellence in terms of both higher and further education
- Regarded and recognised at a national level as a centre for culture, leisure, the arts and entertainment
- An integrated and modern transportation system, connecting significant areas of interest, business and recreation within Ipswich, as well as rapid and reliable connections to UK wide transport links and London
- Attractive and apparent to populations outside of the county (and possibly country) as a destination for tourism, employment, and education.

6

FUTURE DEVELOPMENTS

COMMERCIAL

The site 'Futura Park' development on Nacton Road is the site of one of the most significant commercial regeneration and investment projects in Ipswich.

Aquigen are leading a major 17 hectare development scheme that will offer businesses brand new, purpose built retail, office and industrial space. The first phase of the project is completed with a 2,415 sq m Waitrose supermarket and a 3,995 sq m John Lewis At Home store opening in late 2012.

It is expected that these developments will stimulate interest from additional retail investors, resulting in a significant number of new job opportunities. A further 6,130 sq m is available for non-food retail development, and an additional ten hectares of land has been designated for commercial employment usage.

The realisation of this development would represent a major improvement to Ipswich's retail and general business diversity.

Looking further ahead, local publishers Archant are working in partnership with a developer (Wrenbridge) to promote a 1.09 hectare site currently known as 'The Link'. The name alludes to the potential this site has to link the existing town centre to the waterfront, fulfilling a shared aspiration between the Council and Ipswich Central. The outline plans include offices, retail, leisure, hotel space and a multi-storey car park.

Tower Ramparts shopping centre was recently acquired and the new owners have indicated they are keen to keep the centre as a retail hub. The Council continues to work closely with them and Ipswich Central to try and attract new, exciting, and nationally recognised retail occupants to revitalise the vacant space.

The Council is similarly engaged with the owners of the Buttermarket shopping centre to enhance the retail and leisure offering, with new investors recently receiving planning application to convert the largest vacant space in the centre, previously occupied by TJ Hughes, into a Vue Cinema (scheduled to open in 2014).



IP-City Centre

EMPLOYMENT LAND

The Council is mindful that different business sectors need varying sizes of sites to achieve their development and expansion objectives. Some sectors are characterised by a large proportion of home working, while others need large areas for manufacturing, storage and warehousing. Information from the Homes and Communities Agency indicates that the average area of floor space required to facilitate one full time job varies considerably between different types of business:

• Offices	2 sq m
• General Industry	36 sq m
• Warehousing & Distribution	70 sq m

It is therefore important that the Council, through its role as a local planning authority, ensures that an adequate range and choice of suitable sites is made available for future investment and business development.

6

FUTURE DEVELOPMENTS

PRIVATE HOUSING

As mentioned earlier, the Council has targeted the creation of 10,500 dwellings by 2027, in line with the overall expansion of the Ipswich economy. A key site in achieving this goal will be an area of land that is commonly referred to as the 'Northern Fringe'. It is envisaged (subject to a completion of the master plan) that this area could accommodate up to 4,500 dwellings. The Council is keen to maintain Ipswich's excellent offering in terms of the range and comparative affordability of its

housing stock, and believes this is a feature that will continue to attract inward investment enquiries.

The Council will be undertaking extensive consultation as it produces a masterplan for the Northern Fringe during 2013.

COUNCIL HOUSE BUILDING

The Council is about to commence the first council house building programme in Ipswich for more than 20 years. To date this programme has focussed on two small sites

and a larger site at Bader Close in south-east Ipswich. Over time, this programme will involve (amongst other considerations): finding and acquiring suitable sites/locations; determining the tenure mix; establishing design and construction requirements; and agreeing the financing and sustainability of funds.

The Council is also considering options relating to supporting the local construction market, and drawing up a charter to encourage local firms to offer apprenticeship opportunities to younger unemployed people in the Ipswich area. Council home building is a medium term objective, as there will need to be considerable consultation, analysis and evaluation in order to progress acquisition of sites, deliver the individual building projects, as well as any accompanying employment charter scheme.

INFRASTRUCTURE

The Council is considering the options for tackling a broad range of infrastructure projects, including categories such as: transport, broadband, and flood defence.

The Council has set out a clear policy in its Local Plan / Core Strategy detailing the process for the provision, funding and support of community infrastructure measures such as schools and education, sports and recreation facilities, and health care provision.

FLOOD DEFENCES

Improved flood defences will facilitate the development of land close to the town centre, which has the potential to increase provision of housing, create opportunities for new leisure and recreation facilities as well as providing additional space for business development. The Council is working with NALP to access £6.6m from the 'Growing Places Fund' to kick-start the final stages of this project. This financial commitment has resulted in £24.5million of national Environment Agency funding being allocated (in February 2013) to the scheme so that it is fully delivered by March 2016.



Bader Close

6

FUTURE DEVELOPMENTS

TRANSPORT

The upgrade of the rail link between Felixstowe to Nuneaton, being undertaken by Network Rail, will allow Felixstowe to continue its expansion, and reduce the volume of additional road freight on the A14, as well as bringing increased opportunities for Ipswich based business. In addition, Ipswich rail station will benefit from the 'Transport Fit for the 21st Century' scheme including upgrades to bus services which will improve the station's appeal and encourage more people to switch to using public transport.

An additional crossing of the river Orwell would have the potential to ease congestion around the Star Lane gyratory system, and allow a more efficient flow of traffic from east to west when the Orwell Bridge is temporarily closed. However, due to considerable funding requirements and other significant outstanding factors, the deliverability of such a scheme remains uncertain.

Looking outside the boundaries of the town, the Council will continue support for schemes aimed at investment and development for overall improvements to the A12 (Southbound towards London, as well as northbound towards Lowestoft) and the A14 towards Cambridge. In particular

the Council is keen to see significant upgrades to the A12/A14 'Copdock Interchange', which serves as the nexus point for East Anglia's two busiest highways on the south - western edge of Ipswich. The Council's and the wider Ipswich business community's support for upgrades to both these major road connections is vital in terms of long term efforts to attract inward investment to the town.

BROADBAND

One of the Council's key long term targets will be to ensure high quality broadband provision throughout the Borough. The Council will make every effort along with partners such as Ipswich Chamber of Commerce, the Federation of Small Businesses and Suffolk County Council to understand the needs of domestic and business users in terms of broadband flexibility and reliability. It remains important that business has confidence in the timely availability of broadband connections and speeds.

CITY DEAL

Ipswich was one of 20 towns and cities around England given the chance to bid to become one of the Wave 2 City Deals locations. In February 2013 it was announced that we have made the next stage of the process – to develop our ideas

into a full deal between Ipswich and the government. Our Deal, developed in partnership with our neighbours, the County Council, local education providers and the private sector, will be focussed on improving skills levels locally and in particular ensuring they are well related to local economic needs and that young people get well supported into employment.

The Orwell Bridge



7

POTENTIAL FUNDING STREAMS

REGIONAL GROWTH FUND (RGF)

To date, this funding stream has typically been secured by large manufacturing or engineering companies that are looking to undertake multi-million pound projects to provide large scale employment opportunities. Ipswich's business demography does not closely align with the RGF's core criteria.

However, the Council has supported an application by Ipswich Chamber of Commerce to Round 2 of the RGF seeking to secure £1m to support Ipswich small and medium businesses. This proposal sought to focus on the objectives of creating employment opportunities which may be created by a broad range of small and medium sized businesses. Although this bid was unsuccessful the Council has subsequently contributed to a similar, but larger scale bid made by NALEP in conjunction with Suffolk County Council which has secured funds that Ipswich small and medium sized businesses can access – the Growing Business Fund.

PORTAS PILOTS

This funding stream focused on rejuvenation of town centres, bringing empty shops back into use and offering local consumers a distinctive and compelling reason to visit the town centre.

Ipswich Borough Council worked closely with 'Street Meet' an association of local traders and residents predominantly located in St. Peters and St. Nicholas Street – known as The Saints. Some funding was secured to help create a series of themed, high-quality, specialised markets that would combine entrepreneurial opportunity with arts and entertainment.

Further Portas related funding streams are likely to become available such as via the X-Fund (as highlighted previously).

HIGH STREET INNOVATION FUND

Ipswich has secured an allocation of £100,000 via the High Street Innovation Fund. This fund was awarded on the basis of allowing the Council to offer incentives and possibly certain types of relief to traders in order to stimulate and maintain the vibrancy of the town centre.

BUSINESS RATE RETENTION

The government have introduced business rate localisation from 1st April 2013. Effectively this means that 50% of any real terms increase in the amount of business rates collected locally can be retained locally. This is intended to help incentivise local authorities to support and promote economic growth. The rules are very

complicated and there are also risks to local areas of this localisation (if business rates were to fall). A 'Suffolk Pool' has been created where all authorities are working together on the issue and pooling monies - with the aim that some of any increase in local money will be collectively invested in economic development and infrastructure provision.

The Saints



7

POTENTIAL FUNDING STREAMS

Over the past two years the public sector funding landscape has undergone a substantial overhaul. From an economic development perspective, the most significant shift was the closure of Regional Development Agencies, and the subsequent establishment of Local Enterprise Partnerships. Taking an even wider perspective - public sector funding at a national level has reduced, and therefore competition has intensified for what funding is available.

In these circumstances, Ipswich Borough Council will strive to ensure Ipswich receives its fair share of public sector funding, supporting projects that will have a meaningful and positive impact on the town's future. This new funding landscape means that we will maintain and develop our partnerships with the private and third sectors, as well as our relations with Suffolk County Council and NALEP. NALEP have emerged as the conduit for a significant number of economic development and infrastructure funding streams flowing from central government.

The Council will seek to align available funding streams to specific projects that will improve infrastructure, skills, (particularly those areas related to our identified potential growth sectors), and enhance

Ipswich as a location for inward investment. The Council will capitalise on opportunities to engage with strategic funding streams that may be available to support cultural and heritage activities from sources such as The Heritage Lottery Fund's Strategic Framework, Arts Council England, and the Youth and Community Strategy for Sport England.

The Council will make an especial effort to identify funding streams at all levels that have the potential to support and develop low carbon and green business development. The Council has already attempted to attract such funding into the town via its submission for the Green Investment bank.

GROWING PLACES FUND

This funding stream is administered by NALEP, and looks to provide funding for existing but stalled infrastructure projects, which will then trigger substantial economic growth.

Ipswich Borough Council is confident of securing £6.6m from the Growing Places Fund in order to kick-start the final phase of the upgrade to the town's tidal flood defences. A significant proportion of this work has already been completed, but the additional funding is vital in order to

finalise the flood defence project. If the funding is secured the reduction in flood risk will encourage the development of a number of sites within the flood plain which could see the creation of 3,980 jobs in a range of sectors including; retail, leisure & hospitality, and business services. The reduction in flood risk will also facilitate the creation of an additional 2,400 new homes.

The Willis Building



APPENDIX I

THE IPSWICH POLICY AREA (IPA)

The Ipswich Policy Area incorporates the Ipswich Borough Council boundary area, along with the following electoral divisions: Martlesham, Kesgrave, Rushmere St Andrew, Brightwell, Nacton, Purdis Farm, Bramford, Sproughton, Whitton, Pinewood, Copdock & Washbrook, Wherstead, Barham, Akenham, Playford, Great Blakenham, Claydon and Little Bealings. When these additional areas are included, Ipswich's population exceeds 157,450.

Ipswich is the centre of economic activity and employment for surrounding settlements as well as the town itself. There is a daily net inflow of 7,700 employees into Ipswich. The Ipswich Policy Area supports over 80,000 employees. Including the recreation, leisure and retail offering, Ipswich's economy supports a wider population of over 310,000 with a combined GVA exceeding £4bn.

Including the recreation, leisure and retail offering, Ipswich's economy supports a wider population of over 310,000 with a combined GVA exceeding £4bn.

The Ipswich Policy Area's key industries include Adastral Park facility, which is home to BT's UK Research & Development division, with a workforce of over 4,000.

Other significant private sector Ipswich employers include, Willis, AXA, RBS, LV=, and the East of England Co-operative Society.

IPA Economic Vision:

- A thriving Ipswich as a major urban centre with an improved retail and office offer, expanded range of cultural and visitor attractions and strong focus on the creative sector
- A focus on the ICT sector based primarily on the area's key asset: Innovation Martlesham
- The retention of Felixstowe Port's status as a European "hub" in the face of competition from London Gateway and the achievement of significantly greater local advantage i.e. jobs, from its increase in capacity for throughput of containers
- A compelling offer from the sub-region to complement the New Anglia LEP's initiatives in terms of Energy and Tourism
- A comprehensive offer in terms of suitable, available and serviced strategic sites to support growth at the level required, especially in these priority sectors
- A well co-ordinated plan for business support and the supply and management of small business premises e.g. incubation space, for the SME sector
- Strong partnership working with UCS and the colleges, to support enterprise and innovation in these priority sectors and to develop an appropriate local labour supply for their expansion
- A credible programme of infrastructure improvements to ensure the vision can be delivered

APPENDIX 2

LIST OF KEY PARTNERS

Working with business owners and business representatives is beneficial both to the Council and its constituents. Engagement builds trust in the Council and also ensures that the specific needs of Ipswich are addressed. This engagement will continue as the strategy is implemented. We will be working in partnership and also leading on many projects with our partners:

- **Associated British Ports** - Owns and operates 21 ports throughout the UK.
- **Eastern Enterprise Hub** - Actions to promote enterprise and entrepreneurship while increasing the number of business start ups and providing excellent enterprise support across the East of England.
- **Ipswich Chamber of Commerce** - The Chamber of commerce dedicated to work for and represent Ipswich business interests.
- **Federation of Small Businesses** - Largest campaigning pressure group promoting and protecting the interests of the self-employed and owners of small firms.
- **Haven Gateway Partnership** - Brings together the ports of Felixstowe, Harwich, Ipswich, Colchester and Mistley. Through identifying key priorities for the partnership it actions to develop rail and road infrastructure, education and training, tourism and regeneration.
- **Growth Cities Network** - Network of smaller cities and large aspirational towns in the south east, committed to sharing best practice to achieve innovative and sustainable growth objectives
- **Homes and Communities Agency** - National housing and regeneration agency for England contributing to economic growth by delivering high-quality housing that people can afford.
- **Ipswich Central** - Aim to provide additional services to levy paying members, and improve the overall presentation and appearance of the town centre and waterfront
- **Ipswich Town Football Club** - Branding synonymous with the Town, significant driver in attracting additional consumer spending, and prominent community focused activities contributing to overall economic growth
- **Job Centre Plus** - Provides a wide range of information and services, like benefits, loans to help with finding a job.
- **Local accountants and solicitors** - Due to the withdrawal of business support services in Ipswich we will be working with several key partners in local accountancy and law firms to develop business support services.
- **Mid Anglia Enterprise Agency (MENTA)** - Aim to support new business start up through a combination of one to one advice, business skills workshops and networking opportunities.
- **New Anglia LEP** - Private-sector led private and public partnership. Focused on creating the best possible environment for businesses to develop and innovate, creating prosperity and bringing global recognition to our key business sectors. They will be focusing particularly on the Tourism and Energy sectors.
- **Norfolk and Waveney Enterprise Service (NWES)** - An enterprise agency that helps individuals develop their business ideas. They offer a fully funded professional advice, start up business training programme, and a loan fund specifically for anyone who has been refused business credit from a bank.
- **Suffolk Chamber** - Largest independent private forum in the county. They work to support and represent local business interests. They also provide a programme of networking events and key business services.
- **Foundation East** - Industrial and Provident Society, providing finance to viable businesses that have been refused bank finance.
- **Suffolk County Council** - responsible for major services which are provided countywide. These include education and learning, business and trading standards, and leisure and culture.
- **Suffolk Education Business Partnership** - Independent educational charity that specialises in supporting and developing education business link activities. Working as a central contact point for schools, colleges and businesses they develop activities, programmes and events to enrich the national curriculum.
- **Suffolk New College** - located in central Ipswich, offers vocational programs, AS/A levels, GCSEs, Apprenticeships.
- **Suffolk One** - a new learning centre for 16-19 olds in South West Ipswich and South Suffolk. It provides a full range of education and learning courses.
- **Suffolk Training Advice Point (TAP)** - Training department of Suffolk Chamber of Commerce. It provides an information and advice service throughout Suffolk.
- **The Princes' Trust** - Provides practical and financial support to the young people who need it most. They develop key skills, confidence and motivation, enabling young people to move into work, education or training.
- **UK Trade and Investment** - Works with UK-based businesses to ensure their success in international markets, and encourage the best overseas companies to look to the UK as their global partner of choice.
- **University Campus Suffolk** - Brought University learning to Suffolk for the first time. It is a partnership between the University of East Anglia and the University of Essex.
- Voluntary sector organisations are very important to the prosperity of the Ipswich as they provide additional support to those services provided by the public and private sectors. More could be done by these services to provide employment and training opportunities for long term unemployed.

APPENDIX 3

WHAT IS 'TRAVEL IPSWICH'? (Formerly 'Ipswich - Transport Fit for the 21st Century')

Travel Ipswich is a major transport scheme aimed at improving the way that everyone can travel around Ipswich. The improvements will support future employment and housing growth in the town.

The project aims to provide more travel choices for users of the town, allowing them to make a change to other types of transport, including walking, cycling or bus. The scheme consists of:

- Refurbished and improved bus stations
- An electronic bus information system with displays at bus stops
- A centralised computer controlled traffic signal system will be provided for the town to get the most efficient use from the town's road network
- A system to send updated bus times to passengers via the internet and mobile phones
- Detailed programme of improvements to walking and cycling routes and crossings in and around the town centre
- A programme of travel planning for people at work, home and school to encourage travel without the car
- Town centre Wayfinding, maps and signs
- Replacement of Civic Drive/Princes Street

Roundabout with traffic signals and removal of subways

WHY ARE WE IMPLEMENTING THE SCHEME IN IPSWICH?

Over the next 15 years the Ipswich area is predicted to face growth in housing and employment. It is predicted that travel demand will increase by 15% by 2021. It is not possible to provide road capacity within the town centre to cope with this growth. This scheme intends, in partnership with the 'Fresh ways To Work' scheme, to encourage non car travel so that although there will be an increase in travel needs in Ipswich, traffic levels will remain as they were in 2011.

HOW MUCH WILL THIS COST THE COUNTY COUNCIL?

The project will cost £21.5million, with the majority of the funding coming from the Department for Transport (£18.3million) with Suffolk County Council providing £2.5million and other sources, including developer contributions and Ipswich Borough Council, providing the balance.

WILL THIS EASE CONGESTION IN THE TOWN CENTRE?

The project does aim to limit congestion in the town by introducing an updated computer system to control the traffic

signals to improve the flow of the traffic and by offering real alternatives to the car. For example, by offering improved walking and cycling routes and bus priorities at junctions. The aim of the project is that by 2021, despite an approximate 15% increase in travel needs there will not be an increase in congestion.

HOW LONG WILL THE PROJECT TAKE TO ROLL OUT?

The construction work on the project has already begun, with completion expected in the summer of 2014. The long time scale is because the project will impact on various parts of the town centre and we want to ensure that the work is sequenced so that it keeps disruption down to a minimum.

WHAT ROADS ARE AFFECTED BY THE PROJECT?

A number of roads in the town centre area will be affected by the works. There will be:

- major works at the junction of Civic Drive and Princes Street.
- works around both bus station locations on Crown Street and Friars Street.
- some works along Museum Street, Princes Street, Upper and Lower Brook Streets, Upper Orwell Street, Fore Street, Portman Road, Handford Road, St Nicholas Street and St Helens Street.

WHAT WILL BE THE EFFECT ON MY BUSINESS?

This scheme aims to accommodate the increase in travel needs in the town by using other travel options rather than the car. It aims to encourage more people to get into the town centre. There will inevitably be some disruption during the works but the overall effect should be positive.

HOW DOES THIS SCHEME RELATE TO OTHER MAJOR PROJECTS PROPOSED IN THE TOWN, SUCH AS TESCO?

If the new Tesco Store is constructed it will provide part of the funding for the scheme including provision of walking and cycling routes alongside Grafton Way in front of the new store, which will connect to planned routes to the station and the town centre.

HOW WILL THIS PROJECT HELP TO INTEGRATE THE TOWN CENTRE AND THE WATERFRONT?

The new walking and cycling routes are designed to provide better routes from the town centre to the waterfront and the education quarter of the town.

APPENDIX 3

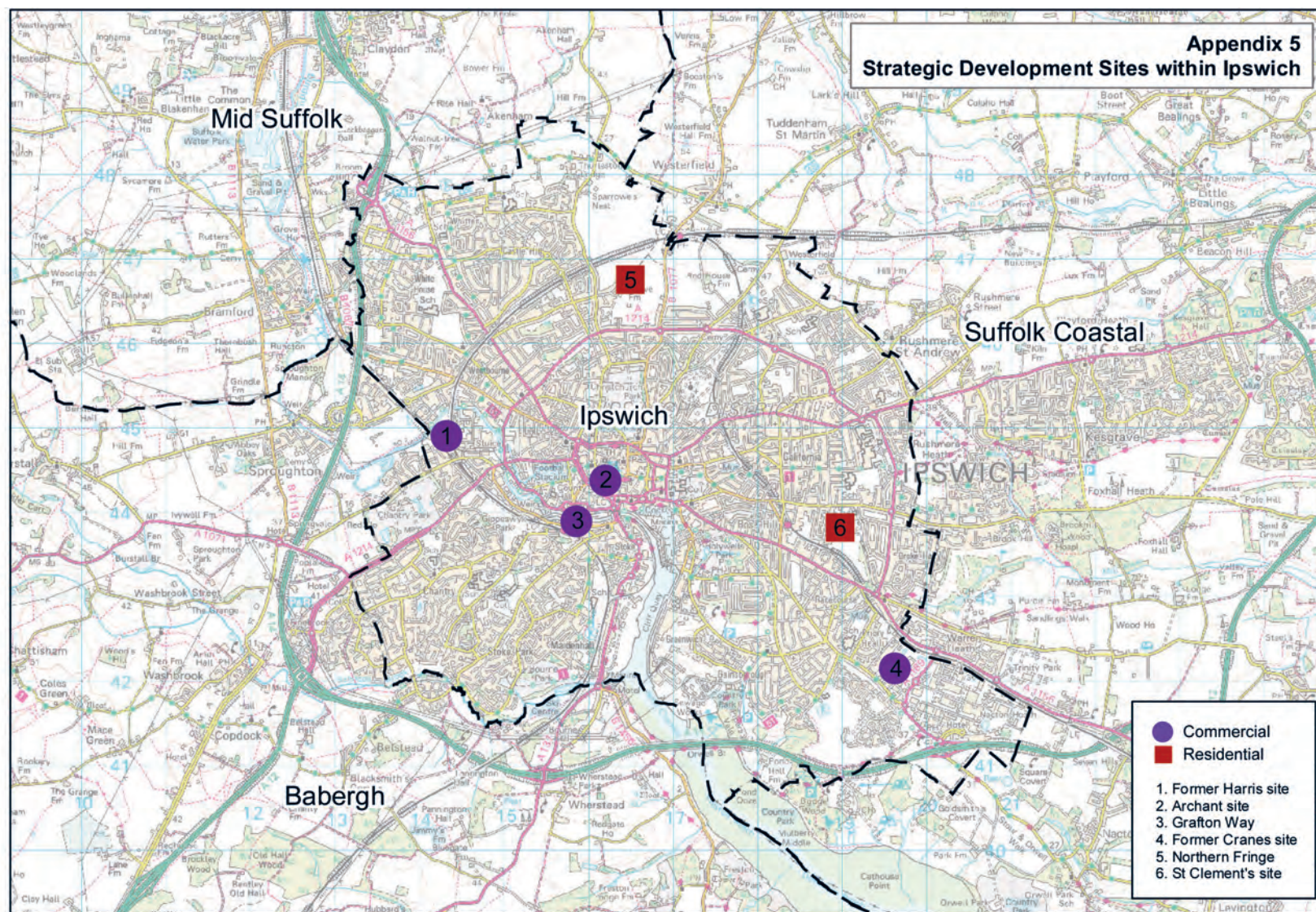
HOW DOES THIS PROJECT RELATE TO THE IPSWICH TOWN CENTRE MASTERPLAN, IN PARTICULAR THE BOROUGH COUNCIL'S DESIRE TO COMBINE THE BUS STATIONS?

The Town Centre Masterplan is a long-term vision for the town centre. It is acknowledged that there is a desire to combine the two bus stations in the future. This is unlikely to happen in the short term and the scheme proposals aim to improve the bus stations and provide real time information for passengers prior to implementation of the Masterplan.

WHERE DO I GO FOR MORE INFORMATION OR TO PROVIDE FEEDBACK?

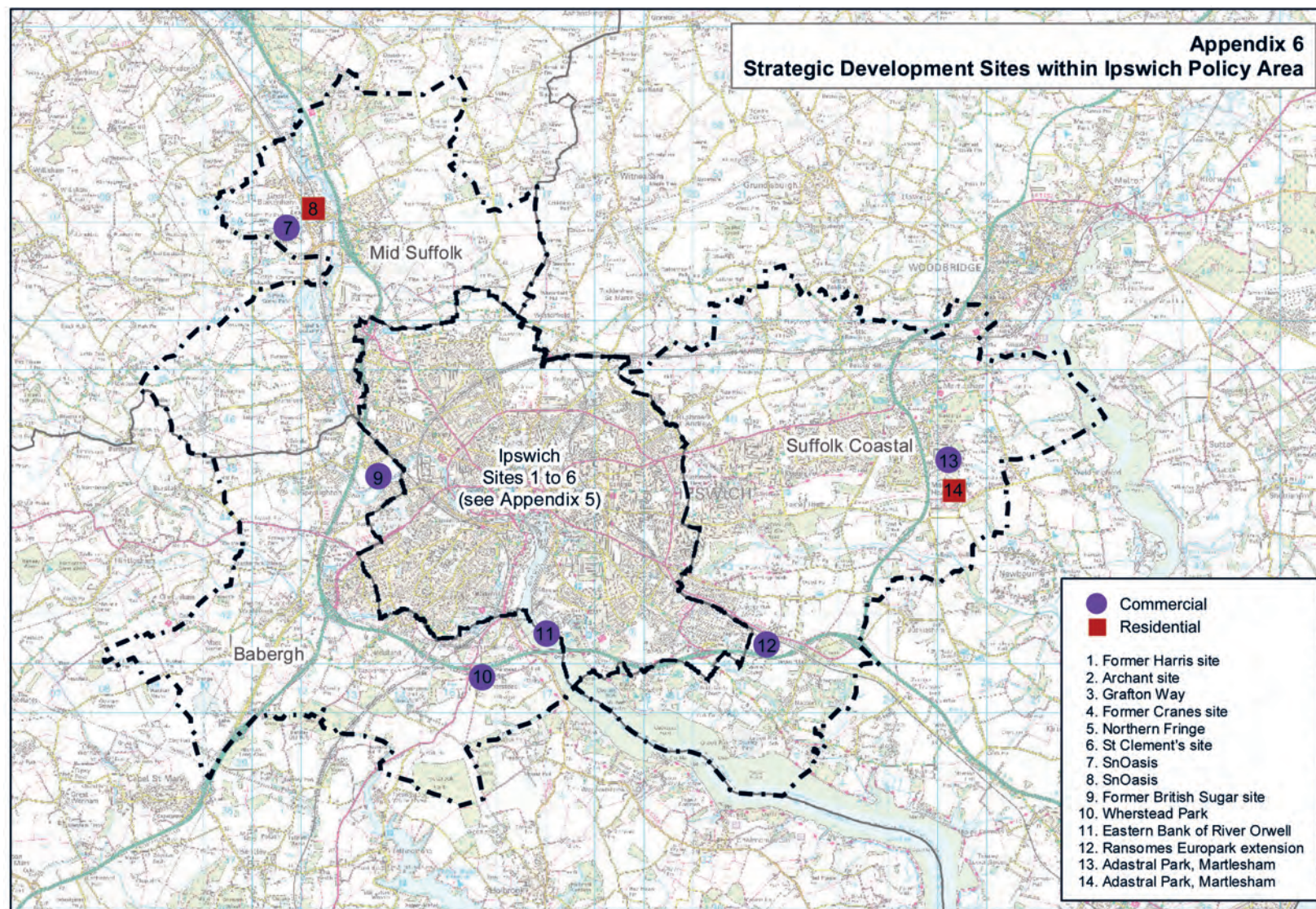
- Keep checking back to the website
- Email us - travelipswich@suffolk.gov.uk
- Write - Economy, Skills and Environment
- Transport Strategy, Suffolk County Council, FREEPOST, NAT 18364, Ipswich IP1 2BR
- Phone - 0845 606 6067

APPENDIX 4



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APPENDIX 5



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APPENDIX 6 - TOWN CENTRE MASTER PLAN EXECUTIVE SUMMARY



The Town Centre Master Plan provides a view of what Ipswich Borough Council and stakeholders agree is the way forward to achieve an enhanced town centre in Ipswich. The 15-year plan has an end date of 2027. It complements the adopted Core Strategy and Policies Development Plan Document and other relevant policy documents.

The Plan is not a statutory document but it should be taken into consideration when

the Local Planning Authority considers any planning applications for the Plan area.

The aim is to enhance, remodel and develop the town centre, delivering a programme of regeneration and renewal which builds on the aspirations to be a regional centre for shopping and culture. The intention is to achieve this aim through the following: -

- encourage and promote the re-shaping of the town centre so its orientation extends more north to south
- an additional 40,000m² shopping floor space between (1) the Waterfront and the town centre (Merchant Quarter) (2) northwards extension of Tower Ramparts and (3) Tacket Street car park west of Cox Lane
- actively promote new developments which provide a range of unit sizes creating a greater variety to meet demands in the retail market
- creation of street networks which promote leisure shopping and are attractive and convenient for all pedestrians
- ensure that developments are cohesive and assist in the creation of a clean, safe and user-friendly town centre
- promotion of a “café culture” by permitting more food and drink uses in the heart of the town centre and promote

the development of a safe and family-friendly night-time economy

- an improved open air market
- concentrate any large scale office development in the Ipswich Village/ Portman Road areas
- promotion of residential development, particularly family units, throughout the town centre. Any such development should create a safe, secure and friendly environment adequately balancing the needs of residents and businesses to improve quality of life for all and support growth
- residential-led mixed-use development on the Cox Lane car park east of Cox Lane (formerly known as the “Mint Quarter”)
- implementation of the Ipswich Major Scheme for transport improvements in so far as it does not compromise other objectives
- provision of a series of medium-size short-stay multi-storey car parks at Tacket Street, Merchant Quarter, West End Road, Waterfront (east) and Crown car park
- improve bus access to the central area
- relocation of the two bus stations to a single bus station on the Tacket Street car park and creation of enhanced satellite bus stops strategically positioned around the town centre
- improved cultural and leisure facilities, enhanced Museum & Arts Hub (High

Street) and an arena/conferencing facility (Education Quarter on the Waterfront)

- improve links for pedestrians between the Waterfront and town centre
- improve the comprehensive pedestrian information and wayfinding system, Walk Ipswich
- make Star Lane more pedestrian- friendly and easier to cross
- extend pedestrianisation
- incorporate quality open space within all new development
- enhance the look and use of public spaces (including Cornhill) throughout the town centre
- implement tree-planting schemes to improve the street scene throughout the town centre.

Sustainability is key to the development of the town centre in the future, providing a healthy and vibrant environment for businesses and retailers as well as an attractive place for people to enjoy.

The delivery of the majority of these will be driven by the private sector but the Council has an interest in some of the sites and is committed to delivery of the proposals in this Master Plan. It will be active in the pursuit of these objectives and will also consider Compulsory Purchase to unlock difficulties.

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