



NORFOLK THE CENTRE OF TOMORROW

Norfolk is the UK's energy county: feeding the nation, powering millions of homes and electrifying potential.

We are looking for enhanced investment and committed advocacy to accelerate Norfolk's growth.



A PLACE OF POSSIBILITY

Norfolk has world-leading businesses and expertise across a variety of key sectors. We also have the assets to drive national growth and deliver on the UK's energy and food security ambitions. The opportunities are vast. With government support and new partnerships, Norfolk can realise its untapped potential and deliver even more for the UK economy.



ENERGY PRODUCTION POWERING THE NATION

- Norfolk leads the way in renewable energy, a hub for hydrogen, carbon capture and clean-tech innovation. More than just producing power, it is developing sustainable, clean-energy technologies that will revolutionise the global energy landscape.
- Norfolk's energy sector is supported by world-class research and expertise, including the Tyndall Centre for Climate Change Research, EEEGR and Standard Gas.
- Home to the most diverse energy portfolio in the country, Norfolk supports the nation's ambition for energy security and combatting climate change.

AGRI-FOOD FUELLING THE FUTURE

- Norfolk is a global centre of innovation in food production, including farming, manufacturing and processing. The county's agricultural roots, and commitment to fuelling the population, run deep.
- From fruit farms supplying the UK's leading supermarkets to poultry farmers ensuring that the Norfolk Black Chicken is famous the world over, the county's agri-food businesses employ more than 42,550 people¹ and are setting new standards across multiple specialisms.

- Vibrant communities such as Agri-TechE and Norwich Research Park bring together agriculture, technology and science to support Norfolk's agri-food system. With innovation in vertical farming, sustainable crops and robotics, Norfolk is a testbed for future food systems.
- With a 50% growth in R&D investment since 2007², Norfolk agri-tech businesses are changing the sector globally.



INNOVATION SPARKING GREAT IDEAS AND ENERGISING RESILIENT BUSINESSES

- Disruptors and game-changers are welcomed and supported in Norfolk, with 99.7% of companies being SMEs and 88% being micro-businesses³
- Norfolk has seen rapid growth in digital, gaming, FinTech, InsurTech and advanced manufacturing businesses, with AI the county's fastest growing investment sector. UK awards, BAFTA-nominations and global expansion are evidence that the county's tech pioneers are making waves.
- Home to leading academic institutions, the University of East Anglia and Norwich University of the Arts, plus a plethora of specialist training facilities, collaboration between businesses and education leads to new ways of working.
- Innovation in Norfolk is underpinned by a well-established financial and professional services cluster which supports and advises ambitious business leaders. Recognised in the Government's Modern Industrial Strategy, Norwich has one of the UK's largest general insurance sectors outside London, and the financial services industry generates approximately £1bn annually.



NATURAL ENVIRONMENT AND LIFESTYLE A PLACE TO RECHARGE AND REPLENISH

- People in Norfolk are energised and inspired by the natural environment and local wildlife.
- The county boasts Blue Flag beaches, areas of outstanding natural beauty, nationally and internationally recognised nature reserves, beautiful waterways, woodlands and countryside, all within 30 minutes of vibrant towns and cities.
- The Norfolk tourism market and visitor economy is thriving, worth £3.6 billion annually⁴.
- With a brilliant creative and cultural offering, ranging from world-class theatre to free festivals, Norfolk attracts internationally respected performers and shows year-round.



WHAT NORFOLK NEEDS NOW

Norfolk is ready to step up and play a bigger role in powering the UK's future and become a globally recognised energy county. We need:

INFRASTRUCTURE INVESTMENT

Upgrades to key roads and rail links, digital networks and power connectivity.

SKILLS & TRAINING

Tailored educational programmes so key sectors have qualified and ambitious people ready to get on board.

BUSINESS GROWTH SUPPORT

Plentiful and intuitive access to finance, innovation support and commercial space, removing barriers to sustainable business growth.

ADVOCACY

Acknowledgement and backing within national government economic strategies, recognising that Norfolk has a central role to play in sectors such as energy, agri-food, innovation, tech and the net-zero agenda.

With government support, new partnerships and investment, Norfolk can go further and faster, and the true promise of this county can be realised. The assets are in place and the ambition is clear. Norfolk needs to be recognised for what it is: a county with electrifying potential.



Sources:

1. Norfolk Economic Strategy for 2024 to 2029
2. Norfolk & Suffolk Unlimited
3. Norfolk Economic Strategy for 2024 to 2029
4. Visit East of England, Economic Impact of Tourism Report, 2024