

Appendix 1



Norfolk – the county brimming with energy

Norfolk is the UK's energy county: feeding the nation, powering millions of homes, and electrifying potential. We need enhanced investment and committed advocacy to accelerate Norfolk's growth.

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, net zero 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.

Norfolk's economic energy

1 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, EEEGR and Standard Gas.
- Home to the largest concentration of offshore wind farms in Europe, by 2030, Norfolk's wind energy could power 90% of UK homes.
- Over 11,000 skilled jobs already exist in offshore wind, with thousands more forecast in operations, ports, and logistics.

2 Agri-Food: feeding 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 Turkey is famous the world over, Norfolk's agri-food businesses employ more than 42,550 people 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 2007, Norfolk agri-tech businesses are changing the sector globally

3 Innovation: sparking great ideas and energising resilient businesses

- Companies and social enterprises formed in Norfolk are disruptors and game-changers, with 80% being micro businesses.
- 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.

4 Natural environment and lifestyle: a place to recharge and replenish

- People in Norfolk are energised by the natural environment. The county boasts blue flag beaches, areas of outstanding natural beauty, beautiful waterways, woodlands and countryside, all within 30 minutes of lively towns and cities.
- The Norfolk tourism market and visitor economy is thriving, worth £3.4 billion annually.
- With a vibrant 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 to become a globally recognised energy county. We need:

- **Infrastructure investment:** upgrades to key roads, 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 critical push towards net-zero.

With government support, new partnerships and investment, Norfolk can go further and faster, and the true potential 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: to be added