Welcome
Councillor Cliff Jordan
Leader of Norfolk County Council
Norfolk Rural Strategy
reviewing success and vision for the future

Clarke Willis
Chair, Rural Strategy Steering Group
Norfolk Rural Development Strategy 2013-2020

The 2020 Vision for Rural Norfolk ……

Achieve inclusive, sustainable rural areas which provide their inhabitants with a high quality of life through a dynamic economy, vibrant community and healthy natural environment
Notable successes include (I):

- £9m LEADER funding secured for 5 LEADER Groups in Norfolk and North Suffolk and £1.4m European Social Fund rural skills and employability project in the same area.

- The establishment of the Digital Divide Group – made considerable progress in raising the profile of broadband and mobile issues in rural areas and brokering solutions with providers.
Notable successes include (II):

The Silver Pound Conference held in May 2016 – this high profile conference focused on inspiring businesses to capitalise on the spending power of older people in rural Norfolk.

Community Land Trusts (CLT) workshop in November 2016 – run in partnership with North Norfolk District Council and Community Action Norfolk to generate new CLT projects in areas with a shortage of affordable housing.
Our county of Norfolk

We are custodians of a land mass of 537,000 ha

76.5% is production land with crops of 411,000 ha (4.6% of total GB crops) and includes 16,000 ha woodland (5.5% of total GB)

Density is 1.6 people/ha (England 4.1 people/ha)
The Norfolk Rural Strategy

- Priorities for our rural areas
- The view of key stakeholders and rural businesses
- A call to action for others (private & voluntary sector)
- An evidence base
- An investment ask of central government
- A basis for lobbying

Supported by:
Norfolk County Council
The Need for a Refresh

Rural Norfolk is a good place to live, work and visit, but like other areas is having to respond to rapid change

If change is embraced, rural Norfolk can grow its economy, build on recent successes & thrive

Since 2013 there has been a lot of change…
The Need for a Refresh

Since the Norfolk Rural Development Strategy in 2013, the UK:

- Has voted to leave the EU
- The government introduced the National Living Wage in 2016
- And, technology has advanced & is affecting every area of how we live & work

All these changes have major impacts on rural Norfolk
Process

- Review of delivery 2013-17
- Consultation with Steering Group
- Interviews with over 50 stakeholders from a wide range of organisations
- Analysis of key strategic challenges
Key Findings

The consultations informing this Strategy & the discussions of the Steering Group, show a strong consensus on the main challenges facing rural Norfolk by 2020
Challenges - wage levels

Rural Norfolk has a low wage economy:

- Male staff earn 14% below England average in Breckland & 20% below in North Norfolk
- Female staff 25% below England average in North Norfolk & 29% below in Gt. Yarmouth

National Living Wage will increase wages & help low earners across rural Norfolk

But, it will also increase employer costs, with major impacts on:

- Our ability to run core rural services e.g. care services for the elderly demographic concentrated in rural & coastal areas
- Company competitiveness because this is a UK only change

We have to increase labour productivity
Challenges – labour supply

Access to labour likely to be more constrained in the public & private sector after Brexit

We have full employment

20% of New Anglia’s agrifood workforce migrants – double national figure

Numerous reports are showing employers facing critical staff shortages

Public & private sector challenge as every sector fighting to secure staff

We have to increase labour productivity & increase job quality/rewards
Challenges – trade

Rural Norfolk is export intensive:

- 35% New Anglia exports machinery & transport, with 24% of this in South Norfolk
- 24% New Anglia exports chemicals & healthcare – Breckland most important district
- 11% New Anglia exports food – Kings Lynn & West Norfolk most important district

Our tourism industry is focused on UK tourists, but large growth in overseas visitors to the UK not a major market locally

In key markets e.g. agrifood over 70% exports go to Europe

We have to ensure we can maintain EU & grow global exports
Challenges - funding

Key Challenges:

- EU funding for CAP & the environment circa £110m per annum in Norfolk
- Other EU structural funds circa £30-40m per annum in rural Norfolk
- Expectation that farming support will decline (probably substantially) under a UK agricultural policy over 5-10 years

We have to make a strong case for rural funding & show how we can deliver:

- Key government objectives for growth
- The Industrial Strategy
- But, will be competing with city regions for this funding

Supported by:
Norfolk County Council
Opportunities – global markets

- Global growth is now running at over 4% (October 2017)
- Growth in some key markets is even faster e.g. global food spending rising by 6% per annum (but volume only increasing by circa 2%)
- Over 90% of the World population (& rising) are outside the EU
- China, India, Sub-Saharan Africa seeing fastest growth

We have to develop products & services which are globally competitive
We have to develop markets in fast growing parts of the World

Supported by: Norfolk County Council
Why we need to respond

China – October 2017 - Agritech Trade Mission

**Key message: scale, ambition, investment**

600 acre tea research centre – also open to the public as a tourist facility & accommodation centre

Complete with ‘glamping’ …overlooking a lake & the tea plantation

Provincial city with new technology university with 30k students, £120m central plaza, lake & recreational buildings
Opportunities - technology

- New technology is allowing new ways of working & improved productivity
- Made Smarter Review (October 2017) which looked at digital technologies concluded that they can add £455bn to the UK economy in the next decade
- …. including £56bn in the agri-food sector
- Broadband & phone signals are improving (... but further to go)
- Increased automation can increase labour productivity & wages
- Government is investing via the Industrial Strategy in new technologies

We need to be proactive in embracing technology to compete

Supported by: Norfolk County Council
Opportunities - environment

- Norfolk has distinctive, high quality environments
- It is an attractive place to live, visit or invest
- Increasing demand for access to the countryside & sustainable tourism
- Staycation, value of the £ & increased interest in authentic experiences are all driving increased tourism spending
- Holistic water management can drive economic growth (farming, housing, industry) & add value to tourism

We need to develop new visions & models for the countryside which commercialise these advantages
Priorities

The challenges & opportunities have informed our agreed priorities:

- Vision & Lobbying for Support
- World Class Environment
- Technology Driven
- AgriFood Competitiveness
- Enablers of Growth

Supported by:

Norfolk County Council
Vision & Lobbying for Support

To promote a clear vision for Rural Norfolk’s future growth & lobby for the support needed

Why:
- Brexit will change the funding landscape & change Norfolk’s trading relationships
- Industrial Strategy prioritising investment in high growth sectors with global potential

What:
- Need to promote our ability to generate growth for the wider economy
- Make the case for continued investment in rural areas as the UK develops new economic programmes

Supported by:
Norfolk County Council
World Class Environment

To attract visitors, workers & investors through investment in the environment aligned with Norfolk’s specific needs:

**Why** - Norfolk has a successful tourism sector built on a diverse, attractive environment:
- Changes in environmental funding, farming & rising tourist expectations create an opportunity to re-imagine Norfolk’s rural landscape

**What** - there needs to be more focus on developing links between:
- Link distinctive Norfolk landscapes & tourism, food & cultural development
- Environment and the economy e.g. water resource management
- Creating attractive areas for high value tourism & talented new workers
Technology Driven

Using technology to transform Norfolk’s rural economy: digital, automation & innovation:

Why

・NLW will increase many rural workers’ wages, but also increase wage costs & Brexit will potentially restrict labour supply for rural employers

・Developing innovation & improving connectivity creates opportunities for new industries

What

・Rural Norfolk has to focus on using new technology to improve labour efficiency

・Focusing on raising skill levels, improving rural career prospects & creating more rewarding rural jobs so rural Norfolk is attractive to future workers

Supported by:
Norfolk County Council
AgriFood Competitiveness

To help Norfolk’s agrifood industry to compete:

Why:
❖ Agric policy largest change in 40 years & many farm business models may be unviable
❖ Global demand for food rising strongly & UK expertise in adding value is in growing demand

What - become more competitive to thrive in the global market with less support, & focus on:
❖ Adding value to farm output to embrace growth food markets;
❖ Delivering productivity growth in farms & food companies
❖ More efficient supply chains

Supported by:
Norfolk County Council
To facilitate growth in rural Norfolk through modern water, ICT & energy infrastructure & an enabling planning system:

**Why** - at a time of unprecedented change, we need an approach to rural development open to change, encourages business investment & facilitates growth via modern infrastructure

**What** - an enabling planning system to prioritise affordable housing & business premises supported with modern power, water & communication infrastructure
Skills

One further, cross cutting issues was seen as essential by consultees

- Rural Norfolk has relatively low qualification levels, which could restrict its ability to embrace future opportunities
- If we are to succeed, we will all, young & old, have to learn new skills
- Upskilling our existing workforce & making rural areas attractive to highly skilled young people is essential if these areas are to fulfil their potential
Partnership delivery

The Norfolk Rural Strategy Group cannot action all these areas on its own as it has neither the time or resources to do so.

We look forward to working with others to drive all five priority areas forward for the benefit of rural Norfolk.
Doug Field
Chairman of the New Anglia LEP

Strong Roots New Growth

Norfolk Rural Strategy
2017-2020
Welcome Back – the agenda...
Panel discussion
How will the Norfolk Rural Strategy be delivered?

- Rural Strategy Delivery Group established
- Structure with Specific interest groups
- Have the vision – need to influence and stimulate others to action
- Ensure that the Rural Strategy is recognised and acted on at every level from local (district & borough), through the County to Local Enterprise Partnership
- A basis for lobbying at national levels
Proposed Actions for 2017-2020

- Vision and Lobbying for Support – to promote a clear vision for Rural Norfolk’s future growth and to lobby for the support needed to facilitate sustainable rural development;
- World Class Environment - to develop and implement a vision for investment in the environment which aligns with Norfolk’s specific needs and enables Norfolk to attract more visitors, workers and investors;
- Technology Driven – by using technology to transform the Norfolk rural economy, improve job quality and lifestyles through digitalisation, automation and innovation;
- AgriFood Competitiveness – to help Norfolk’s agrifood industry to compete by focusing on productivity, supply chain efficiency and through responding to consumers’ needs;
- Enablers of Growth – to facilitate growth in rural Norfolk by developing partnerships which support the development of modern water, ICT and energy infrastructure and an enabling planning system.
Rural Strategy Steering Group:
Vision & lobbying for support

- World class environment
- Technology driven
- Agrifood competitiveness
- Enablers of growth
Panel discussion
The post Brexit Agri-Food economy

Tony Bambridge, NSch ARAgS
MD of B&C Farming and Chairman Norfolk NFU

Supported by: Norfolk County Council
Panel discussion
Adopting New Technology

Jonathan Clarke
Head of Business Development, John Innes Centre
Panel discussion
Influencing and lobbying

Mark Pendlington
Chairman of New Anglia LEP 2014 to 2017,
Group Director Anglian Water,
Chairman of the Governors East & Otley College.

Supported by:
Norfolk County Council
Panel discussion
Tourism and the Environment

Martin Collison
Collison & Associates Limited
Question & Answer Session
Creating the Spectacular

John Cushing
Chief Executive, Thursford Collection and Thursford Enterprises
Producer & Director, The Thursford Christmas Spectacular
Concluding remarks

Richard Jewson Esq, JP
HM Lord-Lieutenant of Norfolk
Thank you for attending
Let’s now go and be inspirational
and make a difference.