



# Economic Development Newsletter



*Construction on new NCL factory at Beacon Park*

## New Factory for Norfolk Capacitors

Increased sales across the board for NCL's range of professional power capacitors has meant that the company needed to expand and find new premises. The site selected for the new factory is on Excalibur Road in the town's premier technology park, Beacon Park, ideally located with easy access to both the road network and European shipping routes via the outer harbour development.

Construction is progressing ahead of programme for the new 2,600m<sup>2</sup> production facility and headquarters building which will house spacious workspace areas, excellent research and development and test facilities, as well as a multi-skill training suite.

"The success of several new products in recent years has meant our production facilities have become rather congested," explained Managing Director John Murfitt, "but I am now delighted to confirm we'll be moving to a new modern factory with much more space enabling us to offer a greater product range and shorter lead times.

"This new facility will mean we can offer a better service to our loyal customers and increase our market share while building on our success by

exploiting new opportunities, especially in the growing renewable energy sector, in the months and years ahead" he added.

Beacon Park offers companies the opportunity for their own custom-designed facility at this premier location to suit their particular requirements. Alternatively, there is the option of moving into one of two new complexes which will be under construction very shortly; Wellington Park, a high-quality office campus with floorspace ranging from 232 to 582 sq m (2496 to 6262 sq ft) and Blackfriars Court comprising light industrial units and warehouse space of 295 to 600 sq m (3174 to 6456 sq ft). Work has been completed on the extension of Excalibur Road beyond the Ambulance Station and the provision of infrastructure to access and service new development which is available on a freehold or leasehold basis.

Plans are at an advanced stage for further infrastructure to facilitate future developments in the pipeline.

The long awaited retail and associated facilities at the Park are at the planning stage and consultations on proposals are expected to take place towards the end of the year.

## Welcome



Councillor Steve Ames

I am very pleased to be giving this introduction to the Economic Development Newsletter as the new leader of Great Yarmouth Borough Council and Cabinet Member with responsibility for Economic Development.

### Contents

<b>Welcome</b>	<b>2</b>
<b>EastPort UK Contracts</b>	<b>3</b>
<b>Red7Marine acquisition</b>	<b>3</b>
<b>Online business directory</b>	<b>4</b>
<b>Business travel guide</b>	<b>4</b>
<b>Resource efficiency service</b>	<b>5</b>
<b>Offshore wind exhibition</b>	<b>5</b>
<b>enterpriseGY</b>	<b>6-7</b>
<b>Business news</b>	<b>8-9</b>
<b>Training opportunities</b>	<b>10</b>
<b>New Anglia board</b>	<b>11</b>
<b>Enterprise zones</b>	<b>11</b>
<b>Great Yarmouth economic strategy</b>	<b>12</b>
<b>What we can do for you</b>	<b>12</b>

For those of you who do not know me, I was born in Lowestoft, where I lived until I was 20. I have worked in various management positions at six holiday parks which took me around the country to Devon, West Wales and Somerset. I moved back to Hopton 18 years ago and now manage a local holiday park.

My involvement in local politics began in Somerset in 1987, when I was invited to stand as a councillor, and my participation in local issues has continued ever since. I was elected to the Bradwell South and Hopton Ward six years ago and became the Leader of the Council in May of this year.

I firmly believe, as a councillor, that I have an obligation to improve the lives of the people who live in this borough and make Great Yarmouth a place in which people want to live, visit, work and set up business.

As both the Council Leader and a businessman, my main focus will be ensuring that we have a strong local economy. I intend to work with the local business community to ensure future economic development by creating the right conditions for businesses to thrive and for local people to find employment. Enough local employment brings prosperity to the area and, in my opinion, contributes greatly to tackling many social problems in society. The Economic Strategy for Great Yarmouth brings together all our partners from both the public and private sector to work together to create a diverse and prosperous economy for all.

I will be encouraging new employers to locate to the Borough and our existing businesses to expand. The growing wind industry should provide plenty of opportunity and if our joint bid for Enterprise Zone status with Waveney Council is successful, the rewards associated with it will help benefit the future economic growth of the borough. We will also be working very closely with New Anglia, the new Local Enterprise Partnership for Norfolk & Suffolk to ensure Great Yarmouth's interests are represented.

I know that working towards economic growth will not be an easy task, but it's one that this council is fully committed to and initiatives such as enterpriseGY ensure we are on the right road to success.

I look forward to meeting with many of you in the very near future and if there are any issues you wish to discuss please do not hesitate to contact me.

**Councillor Steve Ames**

## EastPort UK attracts world leaders in marine renewables

EastPort UK has been selected by two major offshore wind companies as the main base for their operations.

MT Hojgaard, headquartered in Denmark and one of the world's most experienced companies in designing, fabricating and installing foundations for offshore wind turbines, has reached an agreement with EastPort UK to establish a base at their new outer harbour to facilitate the installation of foundations for the Lincs Offshore Wind Farm.

The Lincs offshore wind farm is being developed by majority partner, energy giant Centrica in joint venture with Dong Energy and Siemens Project Ventures and will consist of up to 75 Siemens turbines capable of generating sufficient power to meet the annual demand of some 200,000 households.

EastPort UK CEO Eddie Freeman said: "We are delighted that MT Hojgaard have chosen EastPort UK and look forward to working with their team of highly experienced personnel. MT Hojgaard's decision to use the new deep water outer harbour reinforces the Port's impressive offering to the offshore wind sector."

The second company to announce EastPort UK as their base is Danish headquartered A2Sea A/S, whose main shareholders are DONG Energy and Siemens. The company is the most experienced installation contractor in the offshore wind market having installed turbines on Horns Rev, the World's first commercial scale wind farm, in 2002.



MPI Resolution

"I am overjoyed that A2Sea, a highly respected and experienced company, has chosen Great Yarmouth port for its project port for the next 8 to 10 months, particularly in view of the stiff competition we faced," Mr Freeman commented.

The decision by both the companies to utilise the outer harbour proves the port's offering in terms of location, facilities and expertise to support current and future wind farm developments. Both contracts are running concurrently.



## Red7Marine invests £5m in first major vessel

Red7Marines newly-acquired offshore support vessel DP Reel has sailed into Great Yarmouth port to mark a milestone moment for the rapidly growing company.

The £5m investment means the highly versatile vessel will be available to support work for clients in the renewable energy and oil & gas sectors.

It comes less than three years after Red7Marine (R7M) was created by Norfolk-based Anglian Marine Services and Haven Ports (Marine and Construction Management), of Manningtree, joining forces.

And it's the latest feather in the cap of a company which saw turnover leap from £6m to £24m in the three years to 2010 with its workforce growing from 45 to 125-strong, plus 60 sub contract divers.

"The acquisition means we have achieved our primary objective to own and operate a fully mobilised UK based DP/II offshore support vessel," said R7Ms director Mike Jones, at the company's diving and subsea division base in Lefevre Way, Great Yarmouth. "Our intention is to continue raising standards in an industry where we are providing our own specialist services in offshore construction, diving, cable laying, ROV and deep water drilling support. The DP Reel will help significantly in that objective," he added.

Mr Jones said the vessel has already undertaken a number of operations both within the renewable and oil & gas sectors, and has proved to be a great success at this early stage. The vessel is expected to undertake her next job in the southern North Sea undertaking IRM and ROV intervention work.

She has been fitted with a comprehensive offshore diving system and survey suite, to meet International Marine Contractors Association standards, and can operate in water depth as shallow as 6m, ideal for supporting cable laying. She can also support diving operations in 10m+ water depth and, being equipped with powerful propulsion systems, is ideal for handling aggressive and unpredictable tidal flows around the UK territorial waters.

The 91m x 18 m vessel arrived in Great Yarmouth from a previous base in Italy.

## Online Business Directory

To complement the latest Great Yarmouth Industry Handbook, published in January 2011, the Economic Development Unit, alongside the handbook publishers, Land & Marine, has created a dedicated online business directory allowing easy access to business contacts across the Borough.



The new website – [www.greatyarmouthdirectory.com](http://www.greatyarmouthdirectory.com) – provides an opportunity to search through local companies based in the Great Yarmouth area, research their activities and find their locations.

“This new website allows local, national and international businesses to quickly search for individual businesses or those within a particular category with ease” commented Peter Wright, Economic Development Officer. “With most people using the internet to find information, this website offers another method, in addition to the hard copy publication that we produce, in which to promote the businesses of Great Yarmouth.”

Local businesses can add and amend their details on the website through the online contact form ensuring that their information remains constantly up to date for potential customers.

## Business Travel Guide launched

In a first of its kind, businesses in Great Yarmouth are being encouraged to make use of the range of high quality accommodation, meeting rooms and excellent restaurants that they might not otherwise be aware of in the town, with the launch of a new Business Travel Guide.

The booklet, supported by a new website [www.great-yarmouth.biz](http://www.great-yarmouth.biz), gives an overview of the wide range of meeting venues across Great Yarmouth that can cater for just a handful of colleagues or a large number of conference delegates in addition to detailing accommodation and restaurant options. The Guide also provides ideas for corporate hospitality.

Cllr Steve Ames, Leader of Great Yarmouth Borough Council said: “I welcome the production of this new guide and website and the role it plays in attracting future investment into the town, and I urge companies to think local when planning accommodation for visitors or arranging meetings and events as the guide provides all the essential information required.”

Allan Tucker Centre Manager for East Coast Training Services in Great Yarmouth said: “The guide is an extremely practical and positive publication for Great Yarmouth’s businesses, their customers and visitors. The number and quality of the hotels, guest houses, restaurants and bars deserve to be promoted and will no doubt offer a great experience to those visiting. Our new RYA accredited training school, East Coast Training Services, offers unique specialist industry training for the maritime and renewable energy sectors, which will bring delegates to Great Yarmouth from across the UK and Europe. To be able to recommend local accommodation, hospitality and entertainment from this guide will enhance the experience our customers will have.”



The Business Travel Guide and the corresponding website is a joint project between the Borough Council’s Economic Development and Tourism Departments and has been funded through the Working Neighbourhoods Funds.

Peter Wright, Economic Development Officer said: “Whilst tourism may be the prime industry from April to October, this guide will enable accommodation providers and restaurants in Great Yarmouth to support businesses in the town with their needs all year round.”

The Business Travel Guide has been distributed to all businesses in the Borough and will be given to potential investors and companies enquiring about relocating to or expanding in Great Yarmouth. Please contact the Economic Development Unit if you would like a copy of the Guide.



Councillor Steve Ames, leader of the Borough Council and Allan Tucker, Centre Manager for ECTS, with the business travel guide

## Region’s Resource Efficiency service available to businesses in Great Yarmouth

Following high demand for its services, Resource Efficiency East (REE) has successfully secured additional funding for its programme to offer support to a further 250 businesses across the East of England.

The programme, jointly funded by the East of England Development Agency and the European Regional Development Fund, delivers specialist advice and support on how small businesses in the East of England can reduce the use of resources including water, energy and materials and achieve financial savings as a result.

The Business Resource Review, Resource Efficiency East’s primary service, offers a review of resource use by a professional advisor who aims to identify opportunities to improve efficiency and in turn reduce costs.

The review process includes a site visit to enable the advisor to understand how your business can use materials, water and energy more efficiently, and identify ways to improve environmental management.

From the review findings, a bespoke report is created highlighting key opportunities that will help reduce costs and improve resource efficiency. Further support by telephone and email is offered for a period of up to three months to help you implement the recommendations. On average small businesses receiving support from Resource Efficiency East have been shown potential cost savings of just over £7,000 per annum.

Simon Chiva, REE’s Programme Manager commented: “We are delighted to have been given further funding. Businesses have made some real inroads into reducing their impact on the environment whilst making savings to their bottom line. It is great news that this support can now be extended to others.”

Since the start of the programme, REE services have identified over £6 million worth of cost savings for businesses in the East of England with over 800

businesses receiving a visit from REE advisors.

For further information please contact Resource Efficiency East’s Programme Manager Simon Chiva on [simonchiva@resourceefficiencyeast.org.uk](mailto:simonchiva@resourceefficiencyeast.org.uk) or call 01733 294524. Visit the website to find out more: [www.resourceefficiencyeast.org.uk](http://www.resourceefficiencyeast.org.uk)

### Case Study

Business and organisations in Great Yarmouth have already taken the opportunity to improve their efficiency. Great Yarmouth Sports and Leisure Trust (GYLST) who operate the Marina Centre on the seafront contacted REE to undertake a review with the aim of increasing recycling and reducing energy and water consumption and costs.

The review identified recommendations such as monitoring resource use, upgrading equipment and considering renewable energy opportunities which could result in over £37,000 of savings per year. Edwina Wright, CEO said: “The Business Resource Review highlighted areas for GYLST to achieve cost savings. The Trust has recruited an intern to progress some of the more technical and specialist recommendations in the report”.

## Council continues putting energy into securing wind related business for the borough

With Great Yarmouth’s proximity to some of the world’s largest planned offshore wind farms and its involvement in projects already developed or under construction off the coast of East Anglia, Great Yarmouth Borough Council is continuing its efforts to attract offshore wind related business to the local economy.

Looking to exploit the town’s location and highlight the local expertise, the Borough Council joined Waveney District Council to exhibit at RenewableUK Offshore Wind 2011 – the UK’s premier renewable energy event on June 29 and 30 in Liverpool.

Exhibiting at RenewableUK’s Annual Conference last year led to over 60 companies seeking further details from the council about business opportunities in the local area.

The joint council exhibition stand emphasised a number of compelling reasons why businesses should choose the local area for their offshore wind operations.

Two weeks prior, the council’s Economic Development team promoted Great Yarmouth as part of the Marine East display at Seawork International – a commercial marine and workboat event taking place in Southampton.

Again the Borough Council’s exhibition gave an overview of the expertise and location advantages of choosing Great Yarmouth for marine business and was bolstered by exhibition stands by a number of other Great Yarmouth companies.

Cllr Steve Ames, Leader of Great Yarmouth Borough Council, said: “Wind farm development around the East of England is already bringing money into our local economy including knock-on spend from companies who are utilising the deep-water facilities of EastPort UK.

“Working with partners, we are doing all we can to ensure that we maximise investment coming into the borough, securing jobs for local people, related work for local companies, and knock-on spend within the local economy in general.”



## One stop shop for enterprise

The Novus Centre, situated on the Conge, is home to enterprise in Great Yarmouth. Housing the enterpriseGY team of advisors, the Centre is the place to go for advice and information on starting and growing a business.

As well as providing a central 'hub' for all enterpriseGY activity, the Novus Centre offers flexible accommodation that can be used for meetings, training, events and exhibitions. Rooms are available for hire at very competitive rates and are fully equipped with the latest technology and facilities, including access to catering and refreshments.

Located next door to the Novus Centre is the Catalyst Business Acceleration Centre, a set of 13 suites to offer serviced accommodation to new and growing companies. The Catalyst is specifically aimed at businesses with progressive growth plans - whether new start-ups or established enterprises - providing flexible, affordable premises combined with a range of support services designed to help you deliver your goals.

For further information, please contact the enterpriseGY team on 0800 458 0146 or visit the website [www.enterpriseGY.co.uk](http://www.enterpriseGY.co.uk)



### A successful start....

Funding for the original enterpriseGY programme came to an end on 31 March 2011. The programme was part of the Government 'Local Enterprise Growth Initiative' to help enterprise in deprived areas. The Borough Council was awarded £8m in funding, in 2006, to establish a programme to help enterprise flourish in the borough.

Since its inception, enterpriseGY has helped over 483 businesses start up and a further 256 businesses have been assisted to help them prosper. The enterpriseGY team has also organised business-to-business events including craft and wedding fayres and, in conjunction with the Norfolk Chamber of Commerce, the team has run successful 'Meet The Buyer' events helping small companies introduce themselves to larger companies in the borough in order to supply their goods and services.

Celebrating success has been an important aspect of the enterpriseGY ethos and over the past four years, the successful Spirit of Enterprise Awards have been held showcasing and recognising both large and small businesses that operate in the area.

### .....and enterpriseGY is still going strong

Building on the success of the past five years, the Borough Council recently awarded funds to enterpriseGY to ensure that enterprise support remains an important aspect in the growth and prosperity of the borough for the next two years.

The transition period is due to be completed in July when enterpriseGY will be offering business start up support and advice.

The focus of the new programme will initially be on business start ups but other aspects of enterprise support will be offered from the Novus Centre, the central hub for enterprise activity in the borough.

We apologise for any inconvenience this may have caused but we are determined to be able to offer an effective enterprise support programme with our limited funding.

Please contact the enterpriseGY team if there are any aspects of enterprise you would like to discuss, the team are here to help in any way we can.



## It could be you!!

Many people have come through the doors of the Novus Centre to find advice and guidance on starting a new business. One such business, Serious Sites, has had a very exciting four years culminating in winning the Great Business to Business category at the 2010 Spirit of Enterprise Awards.

It all started with a visit to EnterpriseGY to obtain advice and help on how to start a business and to enquire on any specific new business training available in the Great Yarmouth area.

"I had been involved in software development for many years. Website and intranet design came a bit later in my career but even so I had over five years specific commercial experience in web based technology. Once I had decided to start my business I was not concerned about my technical ability, rather all the other aspects of how to run a business. I can build websites in my sleep but knowing how to do my books was another thing entirely!" comments Tom Lilley owner of Serious Sites.

EnterpriseGY assigned Tom a business advisor to help with setting up the business and made available a number of courses.

"My business advisor has been superb. Just knowing someone is there to offer help and assistance was unbelievably reassuring. Numerous free courses were made available and I attended quite a few including the initial five day course which gave a real insight into all aspects of running a business.

"The starting ethos for my business was clear; professional custom designed websites but without carrying the large design agency prices. I was sure that too often in order for a small business to acquire an affordable website meant having to accept low quality both in design and build."

Serious Sites continued to expand its services. When the company started, email marketing was fairly new and fraught with technical issues but as time has moved on the company now offers this service and is able to design and distribute attractive custom designed emails.

"Any online marketing opportunity is really good value for money as it's a permanent presence, more traditional forms like print have to be constantly re-invested in to maintain presence. Websites and marketing emails are a great affordable and easy way to keep your existing customers informed about your products and services as well as attracting new customers."

At the Spirit of Enterprise Awards 2010, Serious Sites won the "Great Business to Business" category.

"Winning the Great Business to Business award means so much and is a reflection of the great working relationships we have with all our clients without whom we could not succeed. I feel part of the award also belongs to EnterpriseGY for all their support, help and assistance that they have offered and continue to offer myself and my business."

Serious Sites has since sponsored and participated in EnterpriseGY business events including being both a sponsor and a 'dragon' at a recent Dragon's Den event.

### ....Follow us!

enterpriseGY is now on Twitter and Facebook. Find out all the latest news and information by following us at @enterpriseGY or visiting our facebook page - search enterpriseGY.



## Growth plans for new Managing Director



Karl Jermyn, Managing Director, Pasta Foods

Pasta Foods has a new head in charge with ambitious plans of growth for the company. Karl Jermyn, previously Finance Director at Pasta Foods, took over the helm in May when Peter Barry retired after 10 years as Managing Director.

Starting out as a chartered accountant at Larking Gowen in 1993, Karl held several financial director positions in the area before joining Pasta Foods in 2008.

Although a qualified accountant, Karl is more interested in running the business than just balancing the books. "I don't want to sit behind a desk but to be on the factory floor and have an input in all areas of the business including sales and production" commented Karl. This attitude is essential as the new role requires understanding of all the different facets of the business.

Pasta Foods, which was established 40 years ago, is a world leader in the production of snack pellets and is the UK's leading dry pasta producer. The business exports to over 40 countries across the globe and products are tailored to suit the taste and expectations associated with the different cultures. Many of the products on the shelves originate from the Great Yarmouth factory as the company sells their products to large blue chip firms including Mars, Kraft and Heinz.



Karl is currently overseeing a two-stage £1.6m investment project. The first stage has been completed with the purchase of a new dryer worth £700,000 with a further £900,000 to invest. Investment in the company is paramount and it is something Karl is passionate about. He said: "I love to invest to enable the development

of new products and cooking methods to expand the range of products we offer."

One of the fastest growing areas of the company is in the snack pellet department where the base products are made at the factory then sold to companies to season, cook and package as snacks for consumers. New products in this area are under development combining traditional ingredients such as potato starch with lentils, chickpeas and yellow peas to bring new flavours to market as well as developing new cooking methods for the products such as hot air expansion, an alternative to frying the products.

The future is looking positive for Pasta Foods as Karl commented: "the pasta market is still very important to us and continues to grow. In addition we are seeing a boost in growth for our snack pellet range and our exports across the world are increasing. We look forward to seeing our business grow in Great Yarmouth."

## E-Tech Group makes Sunday Times Top 100



E-Tech Group, the Great Yarmouth based electrical engineering and supply company, has achieved success in the Sunday Times International Track 100 2011, a league table indicating significant growth in international sales.

E-Tech were ranked 18<sup>th</sup> in the table, the highest ranking out of the four companies from the East of England who were listed. "Everyone involved at E-Tech were pleased to have just been considered and waited patiently for the announcement. They were amazed to find themselves at No 18 in the table and it is a real credit to our hardworking team," commented Gary Williams, E-Tech Group Director.

E-Tech Group has, since its conception in 1993, focused much of its activities in developing international growth through the exporting of materials and the running of major projects for clients around the world. This has led to a worldwide reputation in the delivery of electrical and instrumentation projects in many countries, from Russia to South America.

E-Tech Group now boasts 14 engineering bases around the UK, 3 in Europe plus Dubai and Ghana. Turnover for the past 3 years has averaged around the £24m, peaking in 2009/10 at £27.5m. Over 200 staff are permanently employed and the company is looking to grow further internationally whilst expanding its UK markets and diversifying into new sectors. One recent diversification into the water utility sector has seen E-Tech Group secure in excess of £20m of contracts in 2011 so far.

## Perenco buys BP assets in \$610m deal

BP has announced that it has agreed to sell its interests in the Wytch Farm, Wareham, Beacon and Kimmeridge fields to Perenco UK Ltd, a leading European oil and gas company, for up to \$610m in cash.

An immediate payment of \$500m has been made, a further \$55m will be paid on completion which is expected at the end of 2011 with the remaining \$55m contingent on submission of the Beacon field development plan and oil prices.

Perenco, which has its UK base in Great Yarmouth, and employs more than 4,500 people worldwide. The divestment of Wytch Farm is an outcome of BP's strategic aim in the UK to invest in a more focused North Sea business portfolio. The sale of these interests is part of BP's plan to divest up to \$30 billion of assets by the end of 2011.

## Booming business means new jobs for ODE in Yarmouth

Around 30 new staff have been taken on by international engineering contractor ODE following a flurry of new work for its Great Yarmouth base over the past three months.

"Things have been buzzing at both our office and the marine base where we now have a total workforce of over 100," said Paul Chilvers, ODE regional director. "We're also still recruiting ready to staff other new projects which we have in the pipeline or are chasing."

Among the latest business boosts are ongoing major engineering works for Perenco at the Bacton gas terminal as well as engineering, procurement and construction projects for Total at its St Fergus gas facility in Scotland.

"We're continuing to expand in Great Yarmouth as a brownfield engineering centre and offshore operations support base," said Mr Chilvers.

"ODE is committed to significant growth in the East of England, particularly considering the opportunities for our operations support team on a number of new gas field developments as well as those offered by the Round 3 offshore wind programme."

Last year ODE, which has its headquarters at Kingston-Upon-Thames, Surrey, received a Queen's Award for Enterprise in the International Trade category.

## Great Yarmouth base for marine safety specialist Survival Craft Inspectorate

Marine safety specialist Survival Craft Inspectorate has opened a base in Great Yarmouth to meet growing demand from oil and gas clients operating in the Southern North Sea sector.

The company has invested £750,000 in staffing and equipping premises on the Harfreys Industrial Estate and has already secured a major SNS contract worth £3.5 million.

The Harfreys site — which opened in January — comprises a 5000sq/ft workshop, extensive storage facilities and a large office area, and is served by a team of 10, including service engineers, workshop and admin staff.

Survival Craft — which has its global headquarters in Aberdeen — has 20+ years' international experience in the manufacture, inspection, testing, and servicing of life-saving equipment to the offshore and maritime sectors, including lifeboats, fast rescue craft, on/off-load release mechanisms, winches and davits.

As well as operating from the UK, Survival Craft has bases in Norway, Singapore, Malaysia, Western Australia, China, and the US.



Paul Woodward Client Coordinator, at Survival Craft's Great Yarmouth base, Harfreys Industrial Estate

## New Training Centre for Great Yarmouth



Wind turbine foundation installation

East Coast Training Services (ECTS) is a new Royal Yachting Association (RYA) accredited training school that provides professional training through courses for vessel crews and those wishing to work in the maritime industry. Situated at Trinity Quay in Great Yarmouth, the school offers practical and theoretical courses, including power boat handling, safety boat training and Yachtmaster preparation alongside the essentials in VHF Radio, Navigation and Radar.

A unique aspect of the training school is the wind turbine foundation installation which will be used for Turbine Transfer Training courses, the aim being to simulate the conditions experienced and the technicians stepping from a boat onto a turbine out at offshore wind farms. The facility is the first of its kind in the UK and it is expected to attract delegates from across Europe.

Allan Tucker, newly appointed Centre Manager at ECTS believes that the Centre can contribute not only to the major companies responsible for the maintenance on the wind farms, but also to the local community.

'It's a very positive statement that we are making here in Great Yarmouth, both to the industry and town. The Turbine Transfer course offers companies the chance to realistically train their employees and make a positive investment in their education and ultimately their safety when working on the turbines. Our RYA accredited courses offer another positive opportunity to the community and marine related businesses, to gain relevant qualifications and knowledge, enabling them to potentially obtain a career or progress in a growing industry. Gardline have been in Great Yarmouth and a part of the community for many years and as part of the Group, ECTS want to continue that contribution to industry, community and economy, by developing local persons and bringing in business to the town from across the UK and Europe.'

ECTS is part of Gardline Environmental Ltd, a Gardline Group company and has joined forces with PETANS, based in Norfolk, who are a market leader in the provision of professional safety and survival training to the offshore industry for over 30 years.

## Engineering our future

The University of East Anglia (UEA) has responded to regional employers' needs by introducing a postgraduate course in energy engineering and environmental management.

Substantial engineering know-how already exists across the university's Faculty of Science and this expertise is being built on in order to offer a new MSc in Energy Engineering with Environmental Management.

"Energy engineering is a natural progression from these areas of expertise," said Dr Ben Milner, chair of the university's engineering working party. "We are very conscious that this is what employers want, particularly in the East of England which has a growing energy industry base, and we are confident that we can equip graduates with solid training in

the fundamentals of engineering and its application to the energy sector."

Students will be required to undertake a substantial engineering project as part of the MSc programme, including the chance to undertake practical assignments in an industry setting with an employer in the renewable and traditional energy sectors.

John Sewell, operations manager of Perenco and vice-chairman of Skills for Energy called the development of a local degree programme a key milestone for the region's energy programme.

"It is our belief that through the diverse range of energy supply and ongoing investment within the region, the East of England can form an internationally recognised 'hub' for future energy production and storage," he said.

## New Anglia New Board

New Anglia, the Local Enterprise Partnership (LEP) for Norfolk & Suffolk has appointed its new board to drive forward the economic development of Norfolk and Suffolk over the coming years.

Over 50 individuals from across both counties applied to sit on the Board which will have responsibility for setting the strategic direction of the economy in the East of England. After a rigorous, transparent and independent interview process, the appointments see a track record of experience at their cornerstone.

"We are delighted to appoint six business leaders who will lead New Anglia," said current Joint Chairman of New Anglia LEP Development Group Peter Barry, who did not stand for election.

"Between them, they bring Norfolk and Suffolk a wealth of business acumen, success and a dynamic approach to getting the job done. The business leaders have knowledge in important priority sectors for New Anglia and have a range of skills in creating start-up businesses, leading small and medium sized enterprises as well as major companies."

The Board members consist of Andy Wood, CEO at Adnams plc and David Gledhill of Hutchinson Ports (UK) Ltd, the owners of the Port of Felixstowe, Harwich and London Thamesport. Further business appointments include Erika Clegg, founder of Spring, a national design, advertising and marketing agency based locally and Mark Jeffries, senior partner at the legal firm Mills & Reeve.

The final two appointed Board members have a local connection to Great Yarmouth. Mark Goodall, the area manager for international energy company Aker Solutions is based in the town and was formerly the Chairman of the East of England Energy Group (EEEGR). David Marsh, who has founded a range of successful start-up and SMEs including Leisure Target Tourism Services and Bateman Groundworks, has strong experience in and knowledge of the tourism sector and is a director of the Greater Yarmouth Tourism Authority.

Alongside the six business people, there will be five local authority members plus a representative from Higher/ Further Education. Together, the Board will oversee the implementation of the New Anglia business plan measuring its success through the growth in the number of jobs.

**NEWANGLIA**  
Local Enterprise Partnership  
for Norfolk and Suffolk

## New Anglia backs enterprise zone for Great Yarmouth and Lowestoft

The New Anglia Local Enterprise Partnership is to submit a bid to the Government to create an enterprise zone for Great Yarmouth and Lowestoft. If the bid is successful, the zone could bring thousands of jobs to Norfolk and Suffolk, and would consolidate the area's position as England's energy region.

Earlier this year the Government announced a first wave of enterprise zones in the 11 biggest cities, including London. Now local enterprise partnerships (LEPs) covering the rest of England have been invited to submit bids for enterprise zones – with 10 locations due to be chosen by the Government this summer but competition for the enterprise zones is expected to be fierce, with around 30 bids expected from LEPs across the country.

Businesses within enterprise zones could benefit from a reduction in their business rates, a relaxation of planning rules to encourage development, and the roll-out of superfast broadband.

Bids covering Bury St Edmunds, King's Lynn, the Norwich Research Park and Broadland were considered, with the proposal covering Great Yarmouth and Lowestoft selected.

The Great Yarmouth and Lowestoft enterprise zone will be spread across five sites in the two towns and be focused on attracting new businesses and jobs in the energy sector and related industries.

Andy Wood, chairman of New Anglia LEP and chief executive of Adnams, said he was impressed with the quality of the proposals put forward, but the board believed the Great Yarmouth and Lowestoft bid offered the best chance of success.

He said: "The proposals were independently assessed against the priorities of the New Anglia Local Enterprise Partnership and the criteria being developed by the Government to assess bids.

"After careful consideration the board felt that the Great Yarmouth and Lowestoft proposal offers the best chance of success in what will be a tough competition for one of just 10 enterprise zones.

"We will be working with colleagues from Great Yarmouth and Lowestoft over the next few weeks to put together the best possible case to the Government. We recognise that securing an enterprise zone will be challenging, but we are determined to do whatever we can to drive forward the economies of Norfolk and Suffolk."



Photos courtesy of the University of East Anglia

## The Economic Development Team



**Peter Wright**  
Economic Development Officer  
Tel: (01493) 335642  
Email: [pgw@great-yarmouth.gov.uk](mailto:pgw@great-yarmouth.gov.uk)



**Stephanie Pimlott**  
Business Liaison & Development Officer  
Tel: (01493) 335685  
Email: [ss@great-yarmouth.gov.uk](mailto:ss@great-yarmouth.gov.uk)



**Ellie Marcham**  
Research & Information Officer  
Tel: (01493) 335645  
Email: [emarcham@great-yarmouth.gov.uk](mailto:emarcham@great-yarmouth.gov.uk)

## enterpriseGY Team



**Karen Harvey** –  
Programme Officer



**Sally Pearson** –  
Programme Officer



**Sue Warnes** –  
Office Manager



**Yvette Willacy** –  
Receptionist

Economic Development Unit  
Great Yarmouth Borough Council  
Novus Centre, The Conge  
Great Yarmouth, NR30 1NA

Tel: (01493) 335687

Email: [econdev@great-yarmouth.gov.uk](mailto:econdev@great-yarmouth.gov.uk)

Web: [www.great-yarmouth.gov.uk](http://www.great-yarmouth.gov.uk)

## Planning Great Yarmouth's economic future

The Economic Development Unit, through consultation with local businesses and stakeholders, has produced the Great Yarmouth Economic Strategy 2011-16 setting out the aims for the Borough over the next five years.

The overarching aim of the Economic Strategy is to “diversify and strengthen the whole economy by creating a strong year-round economy” with individual aims focusing on four key areas:

- Image and Perception
- Competitiveness
- Infrastructure
- Employment & Skills

There will be a particular emphasis on three key sectors – energy & engineering, port & logistics and tourism – which were identified as growth areas in a recent Employment Growth Study.

The aims will be achieved through actions, delivered by local stakeholders. These will be evaluated annually to allow flexibility to reflect the changing circumstances and ensure that the strategy continues to remain relevant and useful over the specified time period.

It is hoped that the Economic Strategy will provide a strong framework for encouraging investment and growth within the Borough over the next five years. To view the strategy, please visit the Great Yarmouth Borough Council Website.

## What we can do for you

The Borough Council's Economic Development Unit (EDU) is dedicated to helping existing local companies grow and attracting new businesses to Great Yarmouth.

It works closely with a number of other organisations to provide comprehensive and co-ordinated advice and assistance to businesses and also plays a crucial role in the co-ordination of key economic partnerships in Great Yarmouth.

The EDU supports a number of important partnerships such as ANGLE-GY; the East Anglia Electronics Liaison Group for Great Yarmouth. The EDU also co-ordinates the Great Yarmouth Economic Reference Group which plays an integral part of the Sustainable Community Strategy (SCS). The SCS gives long-term vision for the future of Great Yarmouth.

The EDU can provide:

- Economic data and labour information
- Commercial property searches (online facility)
- Contacts, advice & sign-posting

## Have a good news story?

Do you have something to shout about? We welcome stories from our local businesses to feature in future editions of the newsletter. If you have any stories to include, please contact the Economic Development Unit to discuss them further.