

East Suffolk Partnership Workshop October 4th 2012 Statements and Priorities

1. Economic prosperity

Statements to a Small Business in Lowestoft

- We are in favour of growth
- We want to give a voice to your voice
- We want to understand your needs and the local challenges you face
- We want to reach a wide range of businesses

Most important thing:

Scoping and understanding businesses and their needs to create a self-sustaining economy.

Statements to New Anglia LEP Board

- The following sectors are key to the economic prosperity of East Suffolk:
 - Tourism
 - Green energy/renewables
 - Agriculture, food production and the local food economy
- We want East Suffolk to be seen as the 'Energy coast'
- We recognise and value the diversity of East Suffolk's economy – from large employers such as Felixstowe port and the public sector to the high proportion of small businesses

Most important thing:

The re-skilling/up-skilling of East Suffolk's workforce

2. Skills

Statements to 17 year old NEET

- We want to help make young people more aware of local opportunities by improving the links between schools, colleges and employers
- We support initiatives that will help us understand the issues and challenges of being NEET from a young person's point of view
- We will explore ways of reducing some of the practical barriers to accessing training and employment such as the cost and availability of transport and accommodation
- We recognise there is no longer a 'career for life' and that young people today will need a range of skills to enable them to adapt to the demands of different sectors of the economy

Most important thing:

Address issues early to stop/reduce people becoming NEET in the first place – work with parents, schools etc on preparing people for work, training, education, apprenticeships

Statements to Suffolk Headteachers

- We want to inspire young people with the opportunities in east Suffolk.
- We can help schools engage /link with large employers
- We want to support you to ensure that students are employable

Most important thing:

Lets start being the bridge between schools and employers.

3. Ageing/Living well

Statements to family carer in Felixstowe

- We want to create the right conditions to build community networks and capacity for people to live well.
- we want to provide quality support to older people e.g. groups, networks, housing, care, pathways.

Most important things:

1. Building pathways to information
2. Strengthening community support

Statements to Suffolk MPs

- We recognise that 'older people' is a broad term that covers different generations with different expectations and attitudes
- As well as seeing it as a challenge we are looking to build on the positive elements to getting older
- We appreciate the care-related pressures many people in East Suffolk will be facing both now and in the future
- East Suffolk is a popular location for people to retire to and this brings additional challenges relating to housing, transport and isolation as people get older

Most important thing:

Never under-estimate aspirations of people despite their age – ideas for positive activities including intergenerational activities

4. Reducing Inequalities

Statements to Rendlesham Parish Council

- We will facilitate and support local initiatives and community action
- We can provide connections to organisations that can help you progress your ideas
- We will focus on specific localities where there are challenges/issues
- We aim to strengthen parishes/towns so they are more self sufficient and able to achieve their local aspirations

Most important thing:

Single voice on decisions about resource allocation

Statements to Eric Pickles

- Inequalities in east Suffolk can be disguised by perceptions of affluence
- There are ongoing cycles of deprivation and poverty in some of east Suffolk's communities.
- We want to use resources differently and look at the whole system.
- We know a lot of the needs and what to do – we would welcome you backing our efforts

Most important things:

It is really important that we get this right – economic activity is important.

1. people longest out of work
2. housing affordability
3. accessibility
4. skills
5. readiness for school
6. poor health
7. parenting skills

5. Coastal Erosion/Flooding

Statements to homeowner, Bawdsey

- We are a voice
- We are confident about the approach which is being taken – we endorse and support it

Most important thing:

Supporting business

Statements to large investor/employer

- We are supporting the activity in East Suffolk to address/manage issues associated with coastal erosion and flooding

Most important thing:

Focus for bringing key stakeholders together

6. Sustainable Activities

Statements to Sustainable Bungay

- We appreciate the importance of supporting community activity as part of achieving our aims around health & wellbeing and addressing inequalities
- We will help towns to help themselves through signposting, providing networking opportunities and supporting local initiatives
- We will look at ways of promoting walking & cycling
- We recognise that strong town centres will contribute to the sustainability of our market towns

Most important thing:

Resource to signpost/facilitate/inspire local projects and ideas

Statements to Greenest County Conference

- Sustainable development is a strength – something we do well in East Suffolk
- Sustainability is part of everything we do and we want to keep it at the forefront of people, business and organisation's minds.
- We will work with the local enterprise partnership on supporting local food and the green economy

Most important thing:

Promote and communicate the great things going on for community and visitors – food, tourism, heritage.

Discussion about tourism marketing for the area and branding East Suffolk as a destination.