



Suffolk Chamber of Commerce

Lowestoft & Waveney

manifesto

Lowestoft and its surrounding area represents an increasingly diverse and important part of the Suffolk business landscape.

Drawing on its rich seafaring history, the town itself is at the epicentre of both the growing renewables sector and globally significant maritime scientific research.

Thanks to initiatives launched by Lowestoft Vision, the Business Improvement District for the town, Lowestoft has recently made significant strides forward as a retail destination.

The Waveney district as a whole continues to develop its unique tourist and culture offer and in addition is becoming a hotbed of entrepreneurship with a growing number of successful start-up and scale-up businesses.

Our manifesto focuses on the three key themes identified in the broader Suffolk Chamber manifesto. These are: reducing regulations, improving access to all markets and giving businesses with the tools to do the job.

Our role is to directly deliver services and support to the business communities in Lowestoft and the areas around, to improve their competitiveness and help them thrive.



1

Reducing regulations

- Lobby for fair and effective business rates reviews, and the application of discretionary reliefs.
- Provide local support for the Better Business for All initiative to improve communication and service delivery for local businesses by local authorities and other public sector partners.
- Encourage improved procurement arrangements with local authorities, the health sector, police and other public partners.
- Ensure the full and timely implementation of provisions in the East Suffolk Economic Growth Plan to support sustainable economic growth.

2

Improving access to all markets

- Promote public and private support for the Lowestoft Vision BID project to establish a vibrant Lowestoft town centre and make the district a good place to live, work and visit.
- Work with Norfolk Chamber of Commerce to ensure that shared infrastructure needs such as improvements to the A47 and other strategic road networks are prioritised.
- Lobby for improved public transport provision serving Lowestoft and around the Waveney district.
- Improve joint working with the East of England Energy Group (EEEGR) to take better advantage of business opportunities in the sector.
- Lobby for comprehensive superfast broadband and 4G mobile phone coverage in our area.

3

Giving businesses the tools to do the job

- Co-ordinate business input to and comment on local plans, planning issues and the economic development strategies of the east Suffolk local authorities.
- Ensure that existing flood prevention strategies are actioned, as these will encourage greater inward investment into Lowestoft and the surrounding areas.
- Target Suffolk Chamber's Young Chamber initiative to further improve the connections between East Coast College, local schools and the local business community to improve the local skills offer.
- Promote inward investment to provide a diverse and sustainable economic mix.
- Deliver networking events of direct relevance and interest to members of Suffolk Chamber in Lowestoft & Waveney to improve connections between the local business communities across the area.

