



Proud of Ipswich

Cllr Neil MacDonald – Leader
Helen Pluck – Chief Executive



IPSWICH BOROUGH COUNCIL

Cllr Neil MacDonald - Introduction

- Became Council Leader in May this year
- It's a challenging time – economic change, financial pressures, changing expectations, increasing demand
- We have to adapt and respond



PROUD OF IPSWICH:

Championing our community and revitalising our town



New Corporate Strategy

*Proud of Ipswich:
Championing our
Community and
Revitalising our Town*

Five Priorities

A thriving town centre

Meeting the housing needs of our community

A carbon neutral council

Promoting community wellbeing and fairness

A financially sustainable council providing good quality services

Our mission

- To work with our community to shape the future and achieve a better quality of life for everyone
- To put customers at the heart of everything we do
- To lead, enable and collaborate with partners to achieve better outcomes for Ipswich
- To use data and insight to drive better outcomes
- To have a diverse, skilled, empowered, and customer centred workforce
- To provide accessible digital services
- To take transparent decisions which make a real difference to our community



Supply chain

Other public
sector
organisations

Local businesses

Skills providers

Ipswich and
Suffolk residents
and visitors

Partnerships are key

Inward Investment

HELEN PLUCK, CHIEF EXECUTIVE

Emerging Inward Investment Strategy for Ipswich

Inward investment is the process of attracting new businesses and investors into a place and growing an existing business base with the aim of bringing new and better jobs into the local economy

Effective
place-making
– ensuring
the
conditions for
economic
growth

Delivering Towns Fund

Diversifying uses in the town centre

Ensuring Ipswich is clean and green

Responding to the climate emergency

Developing a strong place-based
narrative or masterplan lite for Ipswich

Understand
and celebrate
what makes
Ipswich
unique

Identify what makes us
unique and ensure it is
encoded into our shared
narrative and vocabulary
about Ipswich

Focus on what will make
the right change for our
specific circumstances

Actively
promote
Ipswich as a
place open to
and for
business

We will develop a campaign that promotes Ipswich in the borough, across the region, nationally and internationally

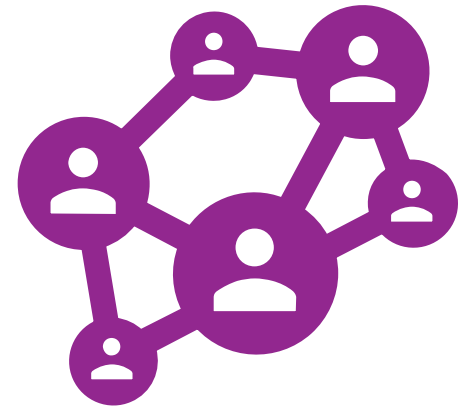
Create, maintain, and drive interest in an “Invest in Ipswich” website

Engage with land agents, partners and specific businesses generating interest in current and future opportunities

Use the Towns Fund Regeneration Fund to activate space and demonstrate the re-energised new open for business approach

Use partners and existing businesses as ambassadors for Ipswich

- Sharing regular information with partners and stakeholders about what is happening in Ipswich through an Invest in Ipswich network
- Using existing sector groups to promote key growth sectors
- Could you / your business be an Ipswich Ambassador? Would you like to be part of the Invest in Ipswich network?



Directly engage with prospective incoming businesses around locating and growing in Ipswich

Deliver

Deliver a programme of group open days and familiarisation visits for prospective investors including an investor tour with partners

Contact

Contact specific prospective occupiers in retail, commercial and leisure categories about opportunities in Ipswich

Engage

Engage with our current key businesses regularly removing barriers to, and supporting their growth and sustainability



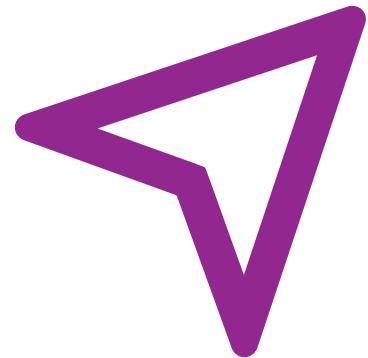
Offer a single point of contact concierge service to incoming businesses

When businesses are locating to a new area a single point of contact in the local authority to ease transition can be really useful. We will:

Ensure there is a named point of contact for new or growing businesses

Make links to stakeholders and partners including skills providers and recruiters

Deliver jobs fairs to support recruitment



Support existing business growth



Ensure that local business have access to signposting and high-quality business and innovation advice and support



Keep business informed about what is happening in Ipswich and support available through a business newsletter



Work with partners such as the Chamber to deliver business breakfasts, forums, and events to promote good growth and networking



Ensure that the skills offer meets local need



Work with partners through the Suffolk Careers Hub, Local Skills Improvement Partnership and through county deal skills opportunities to ensure that skills providers are aware of economic changes, sector requirements and skill-gaps.



Commission and support the development of skills programmes that meet the needs of both employers and residents



Work in partnership with University of Suffolk, Suffolk New College, and other providers to develop new approaches and facilities for skills.



Support our evening and night-time economy

Create a new evening & night-time economy partnership group to develop a 6-late approach for Ipswich including operators from the creative world – theatres and music venues as much as pubs, restaurants, and bars

With partners create an evening & night-time (6 'til Late) strategy and action plan

Support operators to work together to create operational approaches that increase footfall and therefore sustainability of the sector

Investing in some activity in the early evening to maintain and grow footfall in the 6-9 slot



IPSWICH BOROUGH COUNCIL

Develop
networks to
help our
businesses
help
themselves

- Continue to support the creative sector through We are Ipswich and the emerging evening & night-time economy group
- Supporting the Financial, Insurance & Professional Services Group to grow and flourish and develop their skills leadership role
- Support the Greater Ipswich Manufacturing Group developed shared problem solving and learning solutions
- Support the Ipswich & Suffolk Tech Network to create a strong sector support network and to develop the skills agenda around digital.

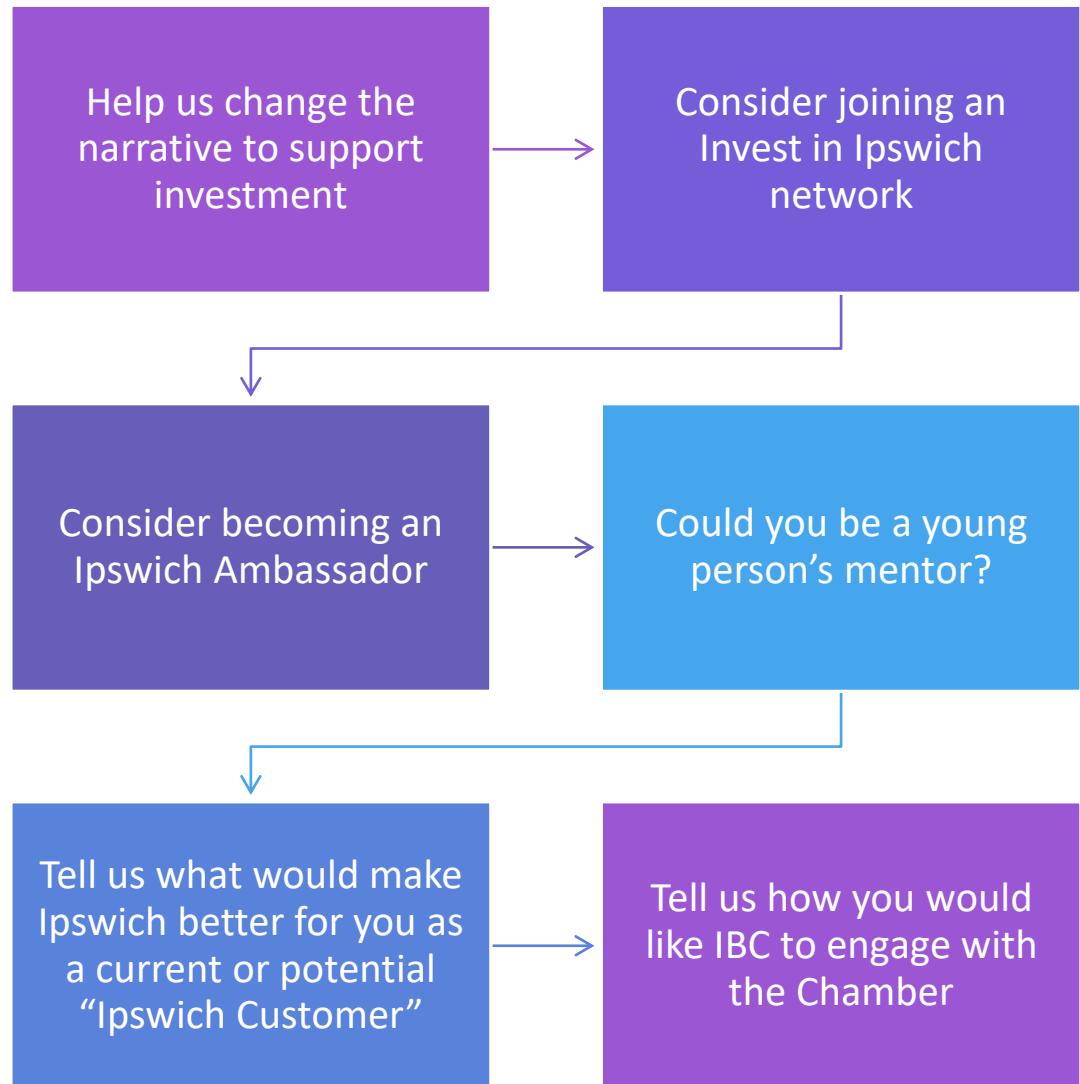
What do
you think...

...OF THE
PROPOSED
INWARD
INVESTMENT
STRATEGY?

...WOULD MAKE
IPSWICH A
BETTER PLACE
FOR BUSINESS?

...WOULD MAKE
PEOPLE MORE
LIKELY TO BE
IPSWICH
CUSTOMERS?

Finally –
some
opportunities
and asks



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