



Suffolk Chamber of Commerce Central Suffolk

Campaign Priorities

Suffolk Chamber in Central Suffolk is one of four local chapters of Suffolk Chamber of Commerce, the voice of business in the county.

Suffolk Chamber campaigns on a range of issues to support the ambitions of its members and the wider business community under the headings of People, Trade and Infrastructure.

This Priorities Statement summarises the localised focus of these campaign issues, together with opportunities and issues specific to Central Suffolk.

We will review, evaluate, and disseminate progress against these priorities and will ensure that the wider membership is informed through Suffolk Chamber's many online and offline communications channels.

Central Suffolk Overview

Central Suffolk sits at the heart of the county. With large swathes of beautiful countryside, and the dynamic market towns of Sudbury, Hadleigh, Eye, Needham, Market and Stowmarket, Central Suffolk is the home of numerous businesses and enterprising organisations which enjoy regional, national, and international success.

With good links to Ipswich, Bury St Edmunds and London, Central Suffolk is a great place to do business. The area hosts several industrial parks, an Enterprise Zone, and businesses and agencies from a diverse range of sectors, including agricultural and land-based organisations.

The success of Central Suffolk is key to the success of the county and the wider region. As such, it provides a unique opportunity for investment and sensitive and sustainable growth which builds on existing strengths and infrastructures.



Place specific priorities

Work with partners to promote and celebrate the unique attributes, characteristics, heritage, and identity of Central Suffolk as a place to live, learn and do business.

Encourage actions, learning and business decision-making in Central Suffolk which actively contribute to addressing the climate emergency.

Act to improve the public realm of Central Suffolk and enhance the experience and attractiveness of the area for the benefit of those living and working in it and for visitors and the wider visitor economy.

Work with Babergh and Mid Suffolk District Councils and local businesses to support the effective operation of town forums in Eye, Hadleigh, Needham Market, Stowmarket, and Sudbury.

Co-ordinate business input to and comment on local plans, planning issues, and the economic development strategies of Babergh and Mid Suffolk District Councils.

Actively share lessons learnt and good and innovative best practice from the public, private and third sectors to benefit Central Suffolk.



People

Work with key partners to promote the individual and collective wellbeing of people and organisations.

Promote agile and sustainable approaches to the recruitment, retention, training and retraining of people to meet the needs of modern business.

Encourage increased productivity and reduce absenteeism by encouraging Chamber members to promote and share innovative practice.

Work with local authorities and the DWP to support business upskilling and new ways of working, offer job opportunities to marginalised groups, and mitigate the impact of redundancies and job losses.

Actively support actions to recruit, train and retrain those targeted through schemes such as the Kickstart initiative and build on the experience of such schemes.

Promote education and skills initiatives for young people which support individual achievement and establish a robust pipeline of talent to deliver strong and consistent economic growth in Central Suffolk.

Encourage and support the growing diversity of business leadership in Central Suffolk through the Chamber's own practice and promotion of equal opportunities for all.



Trade

Actively promote procurement opportunities which encourage public sector bodies and local consumers spend more within Central Suffolk.

Actively engage with partners to address Brexit and Covid-19 recovery issues.

Work proactively with partners to encourage and support local and virtual retail initiatives.

Encourage the uptake of high quality business advice and grant support through the New Anglia Growth Hub.

Support measures designed to promote, encourage and facilitate enhanced and sustainable international trade. To include: the gathering and sharing of business intelligence, examples of good and innovative practice and barriers to market access, actions to attract and retain business investment.



Infrastructure

Work with partners to encourage and promote sustainable infrastructure and energy initiatives which successfully balance economic and environmental benefits.

Support campaigns to improve East-West rail links to improve journey times and contribute to economic development in Central Suffolk.

Support the creation of a skills and innovation cluster on the Gateway 14 site in Stowmarket.

Actively promote and signpost businesses to innovative and technological solutions to address issues and achieve productivity gains.

Work with local authorities, public sector bodies and businesses to reduce our impact on the environment and promote investment and best practice in carbon reduction to contribute to meeting the net zero emissions target.

Work with partners to lobby for the reform of planning rules to eradicate mobile notspots, boost both 4G and 5G infrastructures and the roll-out of Superfast Broadband.



Suffolk
Chamber of
Commerce

Central Suffolk

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