



2024 PROSPECTUS

A Unifying Vision for the East of England

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The Eastern Powerhouse (EPH) is an independent business-led membership body that represents the entire East of England. Our goal is to drive economic growth, investment in skills, innovation, and transport to enhance productivity across the region. By collaborating with the private sector, universities, colleges, local authorities, and political parties, the EPH serves as the unified voice of business leadership in the East of England. Our core mission is to maximise the region's assets and unlock growth opportunities for investment, achieving local, national, and global impact.





James Palmer

Chair of EPH, former Mayor of Cambridgeshire & Peterborough

"In the two years since its establishment, the Eastern Powerhouse (EPH) has been dedicated to promoting a vision of ambitious growth and investment in the East of England. EPH has successfully created a platform that presents the entire region as a unified and interconnected entity, including coastal towns, rural villages, and cities. Our goal is to demonstrate to the government that funding in the East will yield significant returns, emphasizing the region's world-leading businesses and its readiness to unlock the potential demonstrated over the last 40 years."



George Freeman

MP for Mid Norfolk, former Minister for Science, Research and Innovation

"The race for transformational science & technology to tackle the big global challenges - especially in medicine, agriculture & energy - is driving huge inward investment opportunities for the East of England. The Eastern cluster needs a single investment, infrastructure & international promotional vehicle - like the Northern Powerhouse or Midlands Engine - to work with all other agencies to set out a coherent cross-party business-led programme for long term development across the region. That's the Eastern Powerhouse mission and why I'm delighted to support its vital work."



Chloe Smith

MP for Norwich North, former SoS for Science, Innovation and Technology

"The work of the Eastern Powerhouse is important for my constituency and everyone across East Anglia. We can achieve more for residents, schoolkids, small businesses and the whole of the economy if we speak with one voice from Norwich to North Essex, Cambridgeshire to the coast, Bedfordshire to Boston. Together we've already secured major investment like the billions of pounds for the new carriages that now serve our region's railways, but there is so much more to do to attract public and private investment to the East. The Powerhouse's leadership will help to ensure economic growth and opportunity for the future."

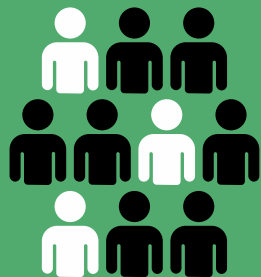


Daniel Zeichner

MP for Cambridge, Shadow Minister for Farming, Food and Fisheries

"I welcome every initiative that promotes the East of England, and I am delighted that the Eastern Powerhouse has a good relationship with the East of England All Party Parliamentary Group. We all have the same goal - promoting prosperity and improving the quality of life for everyone across the East of England."

Importance of the East



Home to 6.5 million people, 120 major towns and cities, 823,167 businesses, 8 universities, 4 international airports, and the UK's largest container port.



Contributing 8.5% of England's Gross Value Added (GVA) with a value of £171.4bn



The East of England has the highest employment rate of any UK nation or region at 79.1%



The East's Tourist economy is valued at £10bn a year and directly employs 240,000 people



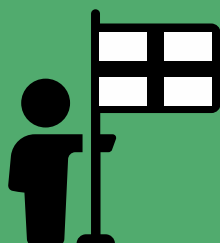
300,000 new homes to be developed



22 NHS trusts serving 6.5m people



Eastern companies exported £17.9bn worth of services globally



The East is currently one of three net fiscal contributors to the UK economy, along with London and the South East



The region has the third lowest capital spending, £11,309 per person in 2023/23, and the third-lowest amount of Levelling Up funding per person, in the UK.



44% of the UK's offshore wind power is produced off the coast of Norfolk and Suffolk, with the region containing 46% of the UK's wind turbine fleet.

Our aims

- ✓ Drive economic growth and raise productivity across the East of England
- ✓ Create more higher-skilled and better-paid jobs
- ✓ Raise skills and educational attainment
- ✓ Rebalance investment in R&D and vital infrastructure, including transport and housing
- ✓ Promote the region as a place to work, study, and live
- ✓ Platform the region's world class assets and global reach.

Where does the Eastern Powerhouse cover

The Eastern Powerhouse covers Norfolk, Suffolk, Cambridgeshire, Hertfordshire, Bedfordshire, Essex, and South Lincolnshire.



Who is eligible

Membership of the Eastern Powerhouse is cross-sector, but business-led. Members include private sector businesses, local authorities, universities, and colleges.

Why we need a regional agenda

Ours is a unifying vision for the East of England. We aim to achieve inclusive and sustainable growth across the whole region. Despite being one of the largest and most productive economies in the UK, the region faces underlying challenges such as high levels of deprivation, low skills and incomes, and poor health outcomes. Closing the productivity gap between the East and the Southeast could contribute £36bn annually to the national economy.

Transportation infrastructure is identified as a major barrier to growth, emphasising the need for a modern, integrated transport system to connect villages, towns, and cities. Addressing the skills divide through lifelong learning is also crucial for unlocking the growth potential of the workforce.

The East is at the vanguard of new sectors like life sciences, advanced engineering, agri-tech, and renewable energy, presenting opportunities for transformative sustainable development. The Eastern Powerhouse is the vehicle to implement this vision, competing with other regions, attracting government and private sector funding, and advocating for comprehensive investment across all communities in the East of England.



Our ambition

The Eastern Powerhouse will form part of the government's industrial strategy. Government and local partners will recognise the opportunity of partnership to build a better and more productive economic, social, and environmental future for the East.

Workstreams

The EPH works with business leaders and across political parties with local MPs and local authority leaders, to collaborate on shared goals, by arguing for funding and investment to drive the regional economic agenda.



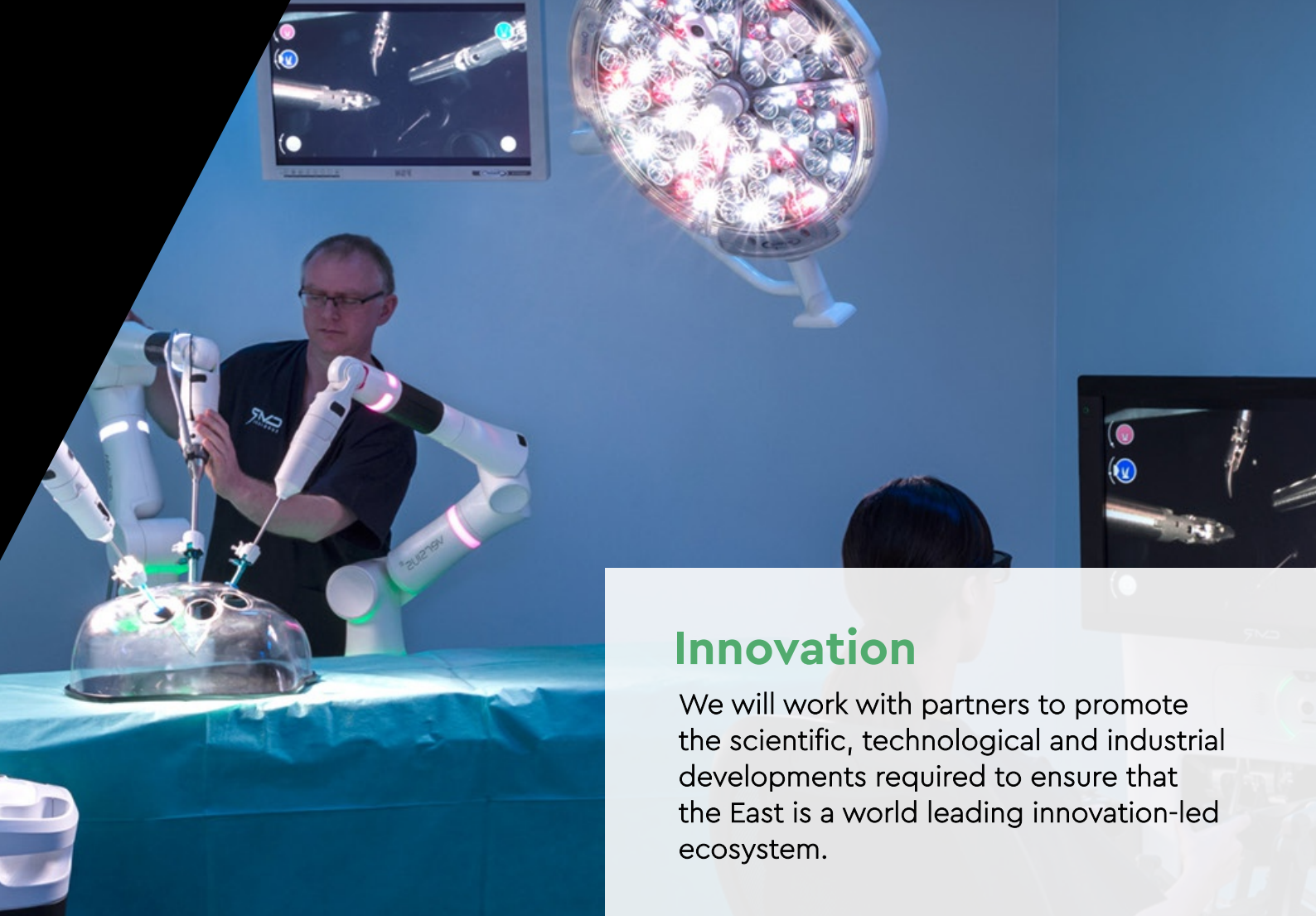
Infrastructure

We will advocate for improvements to vital infrastructure, including transport and housing, to address the disparities in investment (per capita) between the East and the Greater South-East.



Education and skills

We will highlight the disparities in skill levels and educational attainment within the region, with a focus on workforce development.



Innovation

We will work with partners to promote the scientific, technological and industrial developments required to ensure that the East is a world leading innovation-led ecosystem.

Key sectors

The EPH will work with thought leaders in the region to formulate proactive policies, strategy, and investment to stay at the forefront of its leading sectors, including:



Life Sciences



Green economy and clean technologies



Manufacturing



Agri-tech



Construction

Membership

We will work with you to solve your external business environment constraints, as well as your internal growth challenges. The EPH will support members in aligning their internal and external strategies.



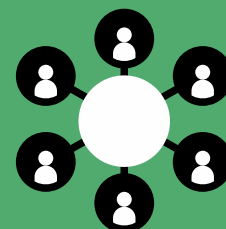
Advocacy

As the voice of the East. We raise issues and challenges that your businesses face to government.



Insight

Enhancing insights and knowledge through thought leadership



Connectivity

We create connections and create relationships for the business and the government community.



Research and insight

We will work with you as a member to produce original research, developing policy ideas to drive forward your specific projects, which will have a measurable impact on outcomes for people, businesses, and places in the East.



Political advocacy

We will work with you as a member to mount campaigns to mobilise political support and gain media attention for your growth agenda. We will hold public events, conferences, and policy briefings, to advocate on behalf of members and the region.



Core business competencies

Alongside the ability to genuinely shape the macro business-environment, our in-house team have the ability to support your strategic objectives, growth plans, and offer solutions that complement existing dynamics and strategies across your business. Membership will include a half-day strategy session with the full Eastern powerhouse strategy team. We can provide support on all business functions, from funding solutions to growth strategies, connectivity to functional services.



Events and activities

High-level and high-quality Events are core to our membership offering. We will provide networking opportunities between businesses, local authorities, educational institutions, MPs, and Ministers.

- Thematic events built around our major workstreams
- Sectoral events E.g. Green Energy; Life Sciences, Agri-Tech; Manufacturing
- Local authority and business events
- Party Conference events
- MPs constituency networking events
- Dinners for Members with MPs and Peers
- Annual Conference
- Annual Members appreciation dinner
- Parliament meetings & Events



Media/Press

We will continue to respond to Government policy announcements and political events while proactively promoting our members and the East of England through:

- Press Releases
- Op-eds / Thought Leadership
- Collaboration with members for regional print and broadcast media

[CLICK HERE TO SEE OUR MEDIA COVERAGE](#)

Annual Membership Fees

Band	National Annual Turnover	Private Companies
1	<£1M	£2K
2	£1M - £5M	£4K
3	£5M - £15M	£8K
4	>£15M	£12K

*We offer bespoke pricing for Charities, Educational Institutions, and Public Sector organisations.

** All prices excluding VAT



How to join?

Please contact – Steven Lynch, Executive Director
steven@easternpowerhouse.uk



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