West Suffolk business fact pack
Promoting growth, relocation and start-up
For a business to succeed, the numbers have to add up.

We’ve put together this pack – crammed with facts, figures and statistics – to show you that choosing West Suffolk is a sound business decision.

Waves of investment over the generations, coupled with good infrastructure and the space to grow, have created a prosperous local economy.

Our broad-based business sectors benefit from being within easy reach of London, the extraordinary growth in Cambridge and our trading partners in Europe.

We are home to industry leaders in manufacturing, food and drink production, electronics, the service sector, engineering, the equine industry and pharmaceuticals. Fast and reliable superfast broadband is making it easier for ICT start-ups looking to nearby ‘Silicon Fen’ for inspiration.

Most importantly, we have development land available for growth and business and living costs are considerably cheaper than many other towns and cities.

“West Suffolk is poised for a new era of growth and investment – come and be part of the success.”
Anyone setting up a business, or considering relocation, needs to be confident that the right resources and services are in place to support their venture.

Working together, Forest Heath District Council and St Edmundsbury councils have invested many millions of pounds in recent years in major projects and our local knowledge and influence have been instrumental in unlocking substantial amounts of government funding which will bring more prosperity to the area in the coming years, making West Suffolk an attractive choice.

Our four largest towns - Bury St Edmunds, Haverhill, Mildenhall and Newmarket - are established business centres which are continuing to grow. There is also commercial land available in rural areas and the spread of digital technology is opening up even more opportunities for entrepreneurs.

Experian research showed West Suffolk was the top place for small and rapidly growing firms, the enterprises which are so important to creating jobs and a well-balanced local economy.

As business people ourselves, we understand the challenges and motivations of launching and developing a business. This pack should provide some of the information you need to help you choose West Suffolk but please contact either of us or the Economic Development and Growth team for more advice. We look forward to welcoming you to West Suffolk.

John Griffiths
Leader of St Edmundsbury Borough Council (SEBC)
john.griffiths@westsuffolk.gov.uk

James Waters
Leader of Forest Heath District Council (FHDC)
james.waters@westsuffolk.gov.uk

This pack includes invaluable information on lifestyle, education, housing, infrastructure, together with town profiles and business case studies.
As well as good housing and choice of education, it’s reassuring to know that crime barely registers and there’s plenty of space to live a healthy lifestyle.

Indeed, life expectancy is above the national average and there’s a growing interest in staying fit. A recent (April 2014) survey from Sport England showed that the number of people in West Suffolk playing sport every week is between 26-32%, similar to other affluent areas of the country.

West Suffolk has plenty of organised sport and leisure centres, as well as the chance to watch top-class professionals or horseracing at Newmarket. Our gently rolling landscape is ideal for cycling and running – with many more people taking to the outdoors to enjoy them since the 2012 Olympics.

“Suffolk is the 13th safest county in England and Wales”

(SEBC Crime Figures)
Life expectancy

Both men and women in West Suffolk can expect to live longer than the national average:

<table>
<thead>
<tr>
<th></th>
<th>FHDC</th>
<th>SEBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>79.9</td>
<td>80.7</td>
</tr>
<tr>
<td>Women</td>
<td>83.5</td>
<td>83.8</td>
</tr>
</tbody>
</table>

Crime

Suffolk is one of the safest counties in the country. In 2013/14, recorded crimes fell by 9% and detection rates increased.

Crime total per 1000 population:

<table>
<thead>
<tr>
<th></th>
<th>FHDC</th>
<th>SEBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>50.2</td>
<td></td>
</tr>
<tr>
<td>Women</td>
<td>59.9</td>
<td></td>
</tr>
</tbody>
</table>

The forest near Brandon and Lakenheath provides off-road challenges and also a chance to get away from it all. This area is part of The Brecks, an ancient heathland which is home to many protected species of breeding birds.

As one of the least densely populated areas of the country it is not surprising that the countryside and wildlife are a major draw.

Theatres, cinemas, galleries, festivals, concerts, historic houses, country pubs, farmers’ markets and an abundance of independent shops will all help you to live life to the full.
Well placed

Housing in West Suffolk is about 50% cheaper than nearby Cambridge and much more affordable than residential parts of London.

Cambridge is also about 50% more expensive for renting property. In West Suffolk, a four-bedroomed house will cost on average £1200 a month, a three-bedroomed house £930 and a two-bedroomed terrace home £720.

There is a good choice of housing in West Suffolk, from Georgian former rectories with large gardens to contemporary apartments and modern, energy-efficient family homes. Many of the older properties reflect the vernacular architecture, so you will find plenty of thatched roofs, brick and flint houses and cottages painted ‘Suffolk pink’, the colour traditionally created by adding elderberries, earth or animal blood to whitewash.

More housing is in the pipeline for the towns and larger villages, as part of planned growth to provide enough good quality homes for the expanding population.

The development will come with new schools and services and in the villages it will help to strengthen communities as the arrival of more families will support the existing clubs, groups, pubs, shops and rural businesses.
Median house price
(www.home.co.uk – prices recorded by Land Registry April 2014)

Detached
- West Suffolk*: £319,000
- Cambridge: £482,000
- Reading: £400,000

Semi-detached
- West Suffolk*: £164,000
- Cambridge: £310,000
- Reading: £280,000

Terraced
- West Suffolk*: £152,000
- Cambridge: £320,000
- Reading: £222,000

*Average of prices in Bury St Edmunds, Haverhill, Mildenhall and Newmarket
Well equipped

Employers in West Suffolk are able to recruit skilled and well-trained people.

West Suffolk College, based in Bury St Edmunds and with sites in Haverhill and Mildenhall, provides vocational and degree level courses to 5500 full and part-time students, as well as more than 1350 apprentices.

The college is one of the largest providers of apprentices in the region and works with over 1800 employers including BAE systems, Marshall Aerospace, EDF Energy, Delphi Diesel and British Sugar. It is the regional lead for the Nuclear Skills Academy which trains workers in the nuclear power industry.

Higher education is provided by University College Suffolk, at Bury St Edmunds and Ipswich, and many employers have staff attending day-release courses at the universities of Cambridge, Essex, Anglia Ruskin and East Anglia.

State education in West Suffolk is moving to a two tier system – primary and secondary schools – and there are also independent and language schools.

“Employment rates in West Suffolk are extremely high, with only 4.2% out of work, compared to 6.8% for England as a whole.”

June 2014
The median gross annual earnings in West Suffolk are about £23,550 (2013 figures), compared to an England average of £27,000. The figure for Cambridge is £29,700 and London is £31,900.
Well connected

Businesses in West Suffolk benefit from good road, rail, air and sea connections.

Our two major roads are the A11 and A14 which connect us with Cambridge, London, the Midlands and the rest of the country. Most of our towns are just over an hour by road from London. The strategically important M11 and A12 are close by.

Businesses importing and exporting goods have the choice of several east coast ports. The busiest of these is Felixstowe, the UK’s largest container port, which has just opened a new rail freight link cutting journey times to the rest of the UK.

London Stansted Airport has domestic flights to many UK cities and direct connections to the main European business centres, with new routes to the USA and Mexico in 2015. Norwich and Cambridge airports also have scheduled domestic flights and are half an hour flying time from Schiphol (Amsterdam), which is a European hub for flights to North America, Asia and the rest of the world. Many East Anglian business travellers use the Norwich or Cambridge-Schiphol services rather than Heathrow Airport.

“By 2017, 95% of all West Suffolk’s homes and businesses will have superfast broadband, giving people flexibility in how and where they work.”

There are hourly rail services from Brandon, Bury St Edmunds and Newmarket to Cambridge, Ipswich or Norwich for intercity connections to London King’s Cross and Liverpool Street for the City of London. Ely trains connect with services to the northern cities.
Felixstowe: Britain's busiest port. Sixth busiest in Europe

Rotterdam: Europe's busiest port.

Stansted: Third busiest airport in the UK, flying to over 150 international destinations

Heathrow: Busiest airport in the UK, flying to 180 international destinations

Dover: World's busiest passenger port

Gatwick: Second busiest airport in the UK, flying to around 200 international destinations

Calais: France's busiest passenger port

Schiphol: Fourth busiest airport in Europe, flying to over 300 international destinations

Felixstowe: Britain's busiest port. Sixth busiest in Europe

Rotterdam: Europe's busiest port.

Stansted: Third busiest airport in the UK, flying to over 150 international destinations

Heathrow: Busiest airport in the UK, flying to 180 international destinations

Dover: World's busiest passenger port

Gatwick: Second busiest airport in the UK, flying to around 200 international destinations

Calais: France's busiest passenger port

Schiphol: Fourth busiest airport in Europe, flying to over 300 international destinations

Felixstowe: Britain's busiest port. Sixth busiest in Europe

Rotterdam: Europe's busiest port.

Stansted: Third busiest airport in the UK, flying to over 150 international destinations

Heathrow: Busiest airport in the UK, flying to 180 international destinations

Dover: World's busiest passenger port

Gatwick: Second busiest airport in the UK, flying to around 200 international destinations

Calais: France's busiest passenger port

Schiphol: Fourth busiest airport in Europe, flying to over 300 international destinations
Bury St Edmunds

Bury St Edmunds is the largest town in West Suffolk (population 41,000 and growing) and part of the prosperous Cambridge sub-region which benefits greatly from being on the A14 corridor linking Felixstowe with the Midlands.

One of the main strengths of the town’s economy is the sheer diversity of businesses. Many companies are still linked to agriculture and food production; British Sugar opened its factory in 1926 and Branston Pickle is made in Bury. IT, financial services and retail have now joined these traditional sectors.

The 12 business parks and industrial estates around the town, with more planned, provide premises of varying sizes, but all with easy access to the A14 and rail network. The arrival of fibre optic broadband has created more opportunities.
Bury St Edmunds’ regional role will be enhanced over the next few years with the development of Suffolk Business Park, one of the newest commercial areas. In summer 2014, the government confirmed £5 million towards a new £15m road linking the existing employment area with the A14.

This significant development comes a few years after the borough council initiated a £100m investment in the town centre. As an historic market town, Bury St Edmunds has always attracted people for shopping and leisure, but the opening of the Arc shopping centre repositioned the town as a regional destination.

Nine of the top 100 companies in Norfolk and Suffolk are based in Bury St Edmunds, with turnovers ranging from £50 million to £1.2 billion (East Anglian Daily Times/Eastern Daily Press Top 100 companies in Norfolk and Suffolk, 2014).

A 68-hectare extension to the business park is expected to create up to 15,000 jobs and estimated to attract £275m investment to the local area. It will also pave the way for hundreds of new homes, a school and local services.
While many town centres have struggled to adapt to changing habits in retail, the arrival of more high street names, together with an unusually large number of independent shops, has seen Bury St Edmunds’ popularity grow. Footfall rates are also rising, up 2.4% while the UK average was falling 1.4%.

The shop vacancy rates in Bury St Edmunds are well within 5-10%, the rate considered healthy by the Association of Town and City Management. Bury is also bucking the trend with increasing footfall compared to the decreasing national footfall rate.

Special events and regular marketing organised by Ourburystedmunds, the town’s Business Improvement District, have attracted many more visitors, as have regular events like the Christmas Fayre which is now one of the biggest in the country and brings millions of pounds into the local economy in just a few days.

Bury St Edmunds Chamber of Commerce (part of the Suffolk Chamber of Commerce) Message from Colin Knight, Chairman

“One of the great things about running a business in Bury St Edmunds is being part of a thriving and exciting economy where firms large and small work together and support each other. It is one of the reasons why our local economy continues to thrive and grow.

We’re proud of our market-town heritage and even prouder of the businesses which operate here. Bury St Edmunds is home to a wide range of fantastic expertise, hard work and entrepreneurial spirit.

It is an important time for the West Suffolk economy. We are seeing consistent growth and more people in work. The chamber of commerce is working in partnership with chambers across Suffolk delivering new benefits and services to members in Bury St Edmunds as well as a joined up voice on important county-wide economic issues.”
'Handsome town’ gets ever more attractive

The 18th Century novelist Daniel Defoe described Bury St Edmunds as ‘a town famed for its pleasant situation and wholesome air’. A later visitor was Charles Dickens and in Pickwick Papers he calls Bury ‘a handsome little town, of thriving and cleanly appearance’.

The two novelists would still recognise the town’s Georgian architecture, many of the brick and rendered facades covering the original medieval timbered frames. The town centre is laid out on a grid pattern created by the monks at the abbey and many of the most expensive properties in the town are marketed on the strength of being in ‘the grid’.

Visitors are coming in growing numbers as tourism becomes an increasingly important part of the local economy. Among the town’s attractions are the magnificent Abbey Gardens, created around the ruins of the 12th Century abbey; the restored Georgian Theatre Royal; the Nutshell – reputed to be the smallest pub in England – and the cathedral.

This, coupled with live music and entertainment at the 750-

A wealthy heritage

Bury St Edmunds can trace its prosperity back 1000 years. The town grew up around the Benedictine abbey built as part of the programme of cathedral and church building following the Norman Conquest. It was built on the site of earlier churches protecting the shrine of the martyred St Edmund.

International pilgrims to the shrine of St Edmund and the businesses which grew up around the abbey laid the foundations for today’s commercial success.

Bury St Edmunds was ranked as the 25th Best Place to Live in Britain by The Sunday Times.
Treatt, which supplies ingredient solutions to the flavour, fragrance and consumer product industries, is a West Suffolk success story.

The company was founded in Bond Street, London, in 1886 and moved its headquarters to Bury St Edmunds in 1971. Their expertise in spotting market trends and successfully predicting demand has seen the company go from strength to strength, with their share price nearly trebling since mid 2012.

With 175 staff, Treatt is among the top 10 employers in Bury St Edmunds. It has manufacturing sites in the UK, USA and Kenya and sales offices in France and China.

Daemmon Reeve became Group CEO in August 2012. In the last five years revenue has risen from £56m to £74m in 2013, thanks to a strategy to increase margins and greater use of information technology.

Group Financial Director Richard Hope believes their West Suffolk base is an important factor. “Around 90% of our trade is overseas, buying and selling products in over 90 countries, so efficient transport links are crucial for our exports.”

Although their horizons are global, Treatt is also very much part of the local business community and has won several awards for its innovation and success. Richard Hope believes the help and advice offered to businesses by the West Suffolk Economic Development team demonstrates the commitment to support local growth and prosperity.

“Bury works for us; the high calibre staff and excellent transport links to the port of Felixstowe, as well as being on the periphery of the Cambridge hub, is a real advantage to us.”
Servest provides many of the day-to-day services businesses need, with clients in the retail, leisure, public, commercial, transport and logistics sectors.

Through their 15,000 staff they supply services from security to waste management, from school meals to gourmet dining.

Their impressive client list includes McCain Foods, Barratt the developers, the House of Commons and the Hilton Hotel on Park Lane.

From offices at Fornham All Saints, just outside Bury St Edmunds, the group has undergone rapid growth in recent years to become an internationally renowned industry leader.

Andrew Sugars, Executive Director in Corporate Development, sees West Suffolk as the ideal location for the headquarters of an international operation.

"The recruitment aspect, particularly the calibre and availability of staff, is excellent. We have managed to build up an incredibly loyal and enthusiastic workforce," says Andrew.

Being close to Stansted Airport and London helps the business maintain its international standing, but there are benefits closer to home. "Avoiding the London commute is something many of our employees comment on, another pleasant side effect of being in West Suffolk. In fact, being away from the large cities gives a different, positive feel to the business."

But above all, it's the lower overheads which are attractive. “Without a doubt being in West Suffolk is a much more cost-effective solution to being based in a major city. In fact, we are saving up to five times as much by being here,” added Andrew.

Although Servest has experienced outstanding growth recently, including winning a number of multi-million pound contracts, Andrew says there are no plans to move.

"Regardless of how big we go, we will always see West Suffolk as home. It’s a truly great location."
Montage Communications

The social media and consumer public relations agency Montage Communications relocated from Bristol to Bury St Edmunds due to its growing south-east client base.

Co-founder and creative director Aime Southgate said: “With local clients like Menta, Conservation Grade and The Gough Hotels group, as well as international clients like luxury brand Brabantia and SACO apartments, this region is the perfect base from which to operate, with excellent international transport links and easy access to our European markets.”

The agency celebrated its tenth anniversary with the appointment of an apprentice. This year the agency has co-founded and launched a new creative network, InDigital Connect, to support, inspire and develop relationships between in-house and agency digital marketing professionals in East Anglia.

“Our InDigital Connect launch attracted more than 120 business leaders, local businesses, agencies and students. The network is an ideal way to share best practice and promote talent and collaboration,” said Aime.

“We wanted to grow our business and invest in local talent. Local education providers, from University College Suffolk to West Suffolk College, provide this region with the next generation of digital pioneers.”
Direct Table Foods (DTF), a subsidiary of the Danish Tican Group, is one of the leading bacon and gammon processors in the UK, providing high quality produce to the retail, food service and wholesale markets.

Finance Director Colin Perry has seen the rewards of being an international firm based in West Suffolk. "Having originally moved to West Suffolk following an acquisition, we sadly lost our original Bury St Edmunds factory following a serious fire in 2004. One of the very first decisions we made following that disaster was to remain in the same area, enabling us to retain our highly skilled and loyal workforce.

“We added a night shift to our facility in Cuffley near London while we quickly found a site on the Saxham Business Park and began the process of building a new factory. Assisted by a local council who were most helpful, DTF was able to open a brand new, purpose-built bacon factory early in 2006.”

Once it was fully operational the location of the new facility underlined the decision to remain in West Suffolk. Colin continued: “We realised very quickly that we needed more space to expand the business, so having initially bought additional land at Saxham, we built an extension to the original building, meaning we then needed to recruit more staff to further support this growth.”

DTF also received support and assistance, both pre and post-fire, from local labour providers. “We have excellent, long standing relationships with a number of organisations in West Suffolk. Our industry sector can be very cyclical and often requires flexible, supportive suppliers. I’m delighted to say that we can rely on our key, local suppliers in this regard.”

Colin also praised West Suffolk’s transport connections. “We’re adjacent to the A14, which gives us fantastic links to the rest of the country and streamlines the whole distribution process, both from a customer and supplier perspective. Stansted, being less than an hour away, is very useful, particularly as we have a Danish parent company, and the close proximity of the East coast ports, especially Felixstowe, is critical, not least since we have close links with the continental market.

In 2011, as the business continued to expand, DTF acquired a 61,000 sq ft unit adjacent to its premises. “This highlighted our further commitment to the region,” added Colin.

“When looking at numbers such as labour, transport and facility costs, it is much more cost-effective being here in West Suffolk, especially when compared to London rates.”
CLAAS UK

CLAAS, a family-owned German international business founded in 1913, is a market-leading manufacturer of advanced agricultural machinery.

“As an international company, location is a key factor in our success,” said Chief Executive Trevor Tyrell, “since we import over 3,500 agricultural machines worth £250 million each year.”

“Based just off the A14 we have great access to the Midlands, the North and Scotland. Meanwhile, the A11 provides us with access to the south of England and further afield.”

Being in the heart of one of the UK’s most important agricultural areas has also helped CLAAS to grow. “We have built up a strong customer base, many of whom supply fellow West Suffolk businesses such as Greene King and our neighbour Direct Table Foods. Being part of a thriving and inclusive food, drink and agriculture industry certainly has its benefits.”

Trevor is pleased that CLAAS is also playing a part in a growth area in the region. “We supply a number of customers who support the biogas sector in East Anglia, which shows there are forward-thinking businesses prepared to invest in the latest ideas.”

Like any business planning for future success CLAAS invests in its next generation of employees. “We have a strong apprenticeship programme, with over 200 apprentices trained in the last 10 years. Many of the young recruits come from the excellent schools and colleges in West Suffolk,” said Trevor.

In summer 2014 CLAAS UK further consolidated its presence in West Suffolk with the opening of a £1 million centre to sell pre-owned machinery which have been fully reconditioned.

“Here in West Suffolk, being close to the international ports of Felixstowe and Harwich is imperative to our operations.”
Greene King

If there is one business that has put Bury St Edmunds on the map it is Greene King, which has been producing beer in the town since 1799 and is now an internationally recognised brand.

Today the company is much more than a brewer – although it still wins awards for the quality of its ales; it operates 1,900 managed, tenanted, leased and franchised pubs, many located in the local area, as well as national restaurants and hotels.

Greene King beers are transported nationwide, making excellent use of the major road links in the region. It has also tapped into West Suffolk’s skilled labour market, with over 1,000 employees at its Bury St Edmunds headquarters. Nationally, it employs over 23,000 people, and it has also pledged to recruit 2,000 apprentices this year.

Still based in its Georgian brewery in the historic quarter of Bury St Edmunds, the company has recorded outstanding growth in recent years. A recent £774 million acquisition has firmly established Greene King as a market leader, and as one of West Suffolk’s most successful companies.
Shelbourne Reynolds has developed its business based on the philosophy of using the best available technology to become a market leader producing sophisticated and innovative machinery.

The company designs and builds advanced machinery at a 90,000 square foot factory on a five-acre site at Stanton, north of Bury St Edmunds.

Neil Smith, Sales and Marketing Director, says Shelbourne Reynolds’ aim is to ensure its products continue to revolutionise the agricultural market. The company is run from West Suffolk with a second base in Kansas serving the north American wheat belt.

“We opened our Kansas office in 1996 and from then on export sales became a massive part of our market strategy,” said Neil. “With Felixstowe less than an hour away, we can conveniently transport our goods from Stanton to customers across the globe.”

Being based in one of the country’s most important food and farming areas has also played a significant factor in the company’s growth. “We are fortunate to be able to employ hardworking and highly skilled people locally which has enabled us to build a dedicated and enthusiastic workforce,” said Neil. “Being at the heart of an agricultural region means we can build up excellent customer relations to support business development, and most importantly it retains our historical links with a region which has helped us to become the company we are today.”

An agricultural engineering company founded in 1972 to serve customers in East Anglia now exports to over 30 countries.

“We run a large facility but being in West Suffolk is cost effective and enables us to keep our overheads comparatively low.”
Haverhill is a town built on enterprise and innovation and it is about to experience a new era of growth and prosperity. With a population of 27,000 Haverhill is the fastest growing town in the county.

The town already benefits from its position on the Suffolk, Essex and Cambridgeshire borders, but it’s the demand from companies wanting to be near the extraordinary growth of nearby Cambridge which gives Haverhill such an advantage.

The new 17-acre Haverhill Research Park will provide the space and landscaped setting to accommodate a new generation of technology entrepreneurs who want to be part of the Cambridge phenomenon, but at significantly lower overheads.

The park will include an innovation centre providing 30,000 square foot of high specification offices and dry R&D suites, plus conference, meeting and training rooms. The units will be available to let and will appeal to start-up and growing businesses as well as global companies looking for satellite offices.

Known as The Epicentre, the complex was allocated funding from the New Anglia and Greater Cambridge Greater Peterborough local enterprise partnerships in recognition of the growth and 300 jobs it is expected to create (2000 jobs on the whole park).
Businesses with a shared vision

There is a strong business culture in Haverhill which has helped the town become one of the most diverse, dynamic and thriving commercial centres in the eastern region.

Local businesses have a good track record of working together to support each other and to promote the town. As well as the chamber of commerce, there are various partnerships and networking groups such as ONE Haverhill which encourage investment.

“Haverhill is about to experience a new era of growth and prosperity.”
A town built on business

During the middle ages Haverhill was one of East Anglia’s prosperous wool towns and weaving and textiles later became an important part of the local economy. The Gurteen factory, established in 1784, was the main employer for 150 years, moving from weaving to manufacturing men’s clothing.

A fire in 1667 destroyed many of the town’s buildings, one survivor being Anne of Cleeves House, which is supposed to have been given to Anne as part of her divorce settlement from Henry VIII.

Haverhill Chamber of Commerce (part of the Suffolk Chamber of Commerce)
Message from Paul Donno, Chairman

“Haverhill Chamber of Commerce gives its members ‘one voice’ on issues relating to the town’s businesses and the local economy.

“We work well together as a local business community and the Chamber has its own manifesto to promote Haverhill as a great place to do business and encourage inward investment.

“This includes close links with local schools and encouraging young people to develop the skills they need for their careers or setting up their own businesses in the town.

“We are so fortunate that Haverhill is a vibrant town with good road links to the rest of the country and, of course, we benefit from our strong connections with Cambridge and having a ‘CB9’ postcode to identify us with the city.

“The opening of the innovation centre at Haverhill Research Park in 2015 presents a once in a lifetime opportunity for new and expanding business looking for space to set up and grow. On offer will be the facilities seen in Cambridge, but without Cambridge prices.”

Distances from Haverhill

- **A14**: 16 miles
- **A11**: 12 miles
- **M11**: 15 miles
- **Cambridge**: 18 miles
- **Central London**: 65 miles
- **Felixstowe Port**: 50 miles
- **Birmingham**: 118 miles
- **Stansted Airport**: 19 miles
- **Cambridge Airport**: 17 miles

ONE Haverhill is an independent partnership that brings organisations and resources together. It comprises businesses, local government, education, police, leisure, housing and the voluntary sector, ONE Haverhill is actively improving the economy and quality of life for people in Haverhill.

In 2008 businesses and local government were behind a broad marketing campaign to highlight the geographic benefits of Haverhill. The triangular shape of the ‘CB9’ logo indicated the town’s position close to three county borders and links to the M11 and Stansted Airport, as well as directly linking the town with Cambridge.
A sign of 19th Century prosperity is the number of fine Victorian buildings, including the town hall and arts centre.

Modern Haverhill began to take shape in the mid 20th Century when factories and businesses relocated from London and there was a large house-building programme to accommodate new families.

Haverhill is the fastest growing town in Suffolk.

Living and leisure

Haverhill town centre has benefited from millions of pounds of investment in recent years, which has brought a multiplex cinema, restaurants and refurbished leisure centre.

As well as local shops, there is a twice-weekly market and wide range of sports and leisure facilities, including East Town Park, a £2 million football complex, rugby club and golf course, together with a broad programme of arts events.
A measure of a successful business is its ability to adapt to changing times, and that has certainly proved the case with the Herbert Group, based in Haverhill for nearly 50 years.

The company can trace its roots back more than 250 years to a London manufacturer of coin scales for merchants who needed to know that the gold coins they were accepting in payment for the goods supplied were whole, and had not been ‘clipped’. Fast forward to today’s computer age and the company is one of the UK’s leading suppliers of electronic weighing equipment to the retail trade.

Employing 150 people at the Haverhill head office and around the country, Herbert provides a complete pre- and after-sales service to household names including Tesco, Marks & Spencer, Sainsbury’s, Royal Mail and BP, to name just a few.

Their equipment and systems, supplied in collaboration with world-class specialist developers and their own in-house expertise, ensure the Herbert Group remains at the cutting edge of the technology which helps customers to improve efficiency and productivity.

The company remains privately owned and Chairman Richard Herbert is continuing the family connection. The move from London to Haverhill, when the town was expanding fast, gave the company the space to develop its business.

The town still provides tremendous opportunity for others wishing to follow in the Herbert Group’s footsteps, a view shared by Richard Herbert.

“Haverhill is an enterprising town with an enterprising culture. We get things done here, fast and efficiently.”
Sanofi is one of the largest global pharmaceutical companies involved in world class research into developing therapies for rare and debilitating diseases.

It has more than 350 staff at its Haverhill operation employed in the manufacture of sevelamer hydrochloride and sevelamer carbonate, which are the active ingredients in Renagel® and Renvela®. The site is also a major global distribution centre for the company’s products, including its treatments for rare genetic disorders.

Sanofi was one of the original biotech companies to be based in Haverhill in the early 1980s, just a few years after the first science park opened in nearby Cambridge.

Company spokesperson Carole Rayner believes location is highly significant. “The town is about 60 miles northeast of London and less than 20 miles from the university city of Cambridge, which Sanofi is looking to further develop its research expertise alongside.”

This has allowed Sanofi to develop its UK operations into a first class model, incorporating efficiency, flexibility and cost effectiveness.

Sanofi believes the arrival of new business on the Haverhill Research Park may mean the company is able to further develop partnerships with local suppliers.

“We are in a perfect position here in Haverhill; we are on the borders of Cambridgeshire, Essex and Suffolk and close to the M11 corridor and Stansted Airport.”
Sarand Business Software is one of West Suffolk’s specialist IT companies which has benefited from growth in Haverhill and its near neighbour Cambridge.

The business, run by Sarah and Andy Howard, was set up 20 years ago in London but moved to Haverhill soon afterwards.

Both directors worked for KPMG in London, Andy in IT and Sarah as a management consultant. Their experience has given them the skills and understanding to develop bespoke software for all kinds of businesses.

They have built a reputation with the health, manufacturing, logistics and motor manufacturing sectors, working with leading brands including Ford of Europe, Vauxhall, VW Group, Tibbett and Britten, York University and the NHS.

Their software uses technology to bring business processes together and integrates office and website systems to increase efficiency and profitability. They developed a scheduling system for Addenbrooke’s Hospital in Cambridge which is now used in a variety of departments for patient, theatre and clinic scheduling and reporting.

“We’ve built our business during a time when technology has revolutionised the way companies operate,” said Sarah. “It’s been very exciting to be part of the new wave of businesses in Haverhill who have taken advantage of our location and been energised by the research and development taking place in Cambridge.”

Sarah has played a prominent role in the local business community for many years, as previous chair of the town’s chamber of commerce, a member of various organisations and networks promoting Haverhill and most recently as the newly-elected President of Suffolk Chamber of Commerce.

“Haverhill is a positive, business-orientated town and there are tremendous opportunities for anyone who wants to become part of our community.”
Mildenhall has many established small to medium-sized businesses representing manufacturing, engineering, pharmaceuticals and electronics.

Companies take advantage of the availability of land and affordable premises as well as the town’s position on the A11, connecting it to the east coast ports, Cambridge, London, the Midlands and beyond.

Mildenhall is 26 miles from Cambridge, making it attractive for operations looking to benefit from the city’s ripple effect. Mildenhall is home to a significant number of engineering and manufacturing businesses located on the outskirts of the town, for example RPV is one of the fastest growing businesses in the region.

With millions of pounds spent on dualling the remainder of the A11 from Barton Mills to Thetford, a fast growing local population, a choice of commercial and industrial property and new development land at Kings Warren Business Park in nearby Red Lodge, there are opportunities for businesses to invest and grow.

“There are opportunities for businesses to invest and grow.”
Prime development land at Kings Warren

The 35 acres of development land at Kings Warren Business Park are part of the expanding village of Red Lodge, five miles from Mildenhall and on the A11 where it joins the A14. The site has planning consent for office, industrial and warehousing.

As well as good road links, trains from nearby Kennet station connect with mainline services from Cambridge into London and the rest of the country.

Steeped in history

Timber framed buildings and the sixteenth century Market Cross are a feature of Mildenhall town historic centre where there is a range of shops and a weekly provisions market.

Archaeological evidence has shown that people have lived in the Mildenhall area for thousands of years but the town became famous in 1943 when a farm worker found a collection of Roman silver. The Mildenhall Treasure, some of the best examples of decorated silver tableware ever found in Britain, is kept in the British Museum but replicas can be seen in the town's own museum.

The United States Air Force has strong historical links with the area. Nearby RAF Lakenheath is set to expand, bringing more service personnel on to the base, and the closure of RAF Mildenhall in a few years’ time could present interesting opportunities to diversify the local economy further.

Distances from Mildenhall

- A14: 8 miles
- A11: 1 mile
- M11: 28 miles
- Cambridge: 26 miles
- Central London: 80 miles
- Felixstowe Port: 54 miles
- Birmingham: 122 miles
- Stansted Airport: 45 miles
- Norwich Airport: 46 miles
- Cambridge Airport: 23 miles

“The United States Air Force has strong historical links with the area. Nearby RAF Lakenheath is set to expand, bringing more service personnel on to the base, and the closure of RAF Mildenhall in a few years’ time could present interesting opportunities to diversify the local economy further.”

Cllr James Waters, Leader of Forest Heath District Council
JEB Engineering

The company operates from two sites in Mildenhall and is a significant local employer with about 100 people on the payroll. Founded over 40 years ago, JEB supplies the electrical, medical and munitions industries.

It was recently ranked in a Sunday Times survey of the Profit Track 100 privately owned companies with the fastest growing profits. Profits showed 69% growth over the period 2010 - 2012 with international sales in its training munitions business tripling to £30 million in 2012. The company has felt the effects of global uncertainty and the American budget cuts over the last 12 months but expects to return to higher revenues during the second half of 2014. JEB exports in excess of 90% of the products it produces to global markets.

Managing Director Mark Isaacson believes one of the key factors behind their continuing success is the company's training ethos. "Our success owes a great deal to our ability to invest in training, something we've chosen to do since the beginning."

“We have our own fully equipped training facility where our apprentices are taught the basics of engineering manufacture. More than half of our skilled toolmakers, technicians and design engineers have been trained by JEB and some are now on our senior management team."

JEB's commitment to training benefits their own business and the wider community by the example they set and by increasing the ever-growing pool of skilled workers in West Suffolk.

The company, which has run an apprenticeship scheme for 35 years, was voted Central/Eastern Region Apprentice Employer of the year for 2014 and as a consequence attended the Nationals Finals in Birmingham where they were recognised as a Top 100 Apprentice Employer by the National Apprenticeship Service and City and Guilds.

"Our success owes a great deal to our ability to invest in training, something we've chosen to do since the beginning."
The Mildenhall company Metal Office has been designing and producing innovative steel furniture and storage systems for more than 30 years and has steadily expanded as its reputation has grown.

The company was set up by Terry Hunt, who used the experience he gained working in metal manufacturing to launch his own enterprise.

The company remains a family business and quality is the yardstick which drives its development.

Through continued investment Metal Office now uses some of the most advanced metal manufacturing equipment in the UK and its products were recognised with a Design Guild Mark for excellence in British furniture design.

The company is now making a name for itself in the domestic market too. Using its in-house design talents the company is creating cutting-edge furniture for the home, the smooth, cool lines of metal storage appealing to interior designers and home owners interested in vintage styles and urban chic.

General Manager Sean Pomfret said: “We believe furniture should be more than just functional, so we bring together skilled craftsmanship and creativity to produce pieces which enhance any space.

“We are extremely proud to be a British manufacturer whose furniture can be found in the offices and boardrooms of some of the biggest names in British business, including blue chip companies, banking groups and government departments.”

“We bring together skilled craftsmanship and creativity to produce pieces which enhance any space.”
Newmarket has a unique place in the British economy, as the world headquarters of horse racing. The expertise built up over several hundred years has created a business sector worth more than £200 million to the local economy and continues to present new opportunities for entrepreneurs.

Newmarket is on the A14, close to where it meets the A11 and just a quarter of an hour from Cambridge and half an hour from Stansted Airport. This enviable position means that many businesses have seen the town as an alternative to Cambridge, drawn by the availability of land and premises and the competitive rents and other overheads.

As a result, high-tech businesses have emerged alongside light engineering, manufacturing and the service industry.
Economic driver

Newmarket’s position as the home of horseracing means there are more racehorses, trainers, stable staff, stud farms and racing organisations based in and around the town than anywhere else in the world.

An independent report jointly commissioned by Forest Heath District Council and the Newmarket Horsemen’s Group looked at the economic impact of horseracing in a 25-mile radius of the town.

Horseracing is the UK’s second largest spectator sport and the industry employs more than 100,000 people.

Equine expertise

Newmarket’s horseracing industry supports specialist businesses and organisations, including Jockey Club Estates, The National Stud, Tattersalls, Europe’s leading bloodstock auctioneers; Newmarket Equine Hospital, the largest specialist veterinary centre in Europe with branches in the UK and the rest of the world; and the Animal Health Trust at nearby Kentford, the animal research and care centre.

All these businesses employ highly skilled people who are leaders in their field and help to reinforce the town’s reputation and generate wealth for the benefit of the community.

“There are several commercial areas, including Newmarket Business Park where there are four acres of development land available for office, R&D, industrial and warehousing. The good transport links make Newmarket a natural choice for a regional distribution centre.

With a population of 16,600 people, Newmarket is West Suffolk’s third largest town.

“Good transport links make Newmarket a natural choice for a regional distribution centre.”

“The horseracing industry is directly responsible for about 3200 jobs and the £208m benefit to the wider local economy supported 8500 jobs.”
Tourism to benefit from town centre regeneration

Newmarket’s horseracing heritage, the calendar of race meetings across the two racecourses, sales, medical and scientific companies and the events connected with the industry bring in visitors all year round. The town also benefits from tourists visiting Cambridge who want to explore further afield.

A major regeneration project, which is expected to open to the public in spring 2016, will celebrate Newmarket’s unique equine links and raise the profile of the town as a visitor destination.

The National Heritage Centre for Horseracing and Sporting Art project will see the transformation of a five-acre town centre site to include a horseracing museum to communicate the speed, drama and excitement of the sport and a national gallery of British sporting art with paintings from private and public collections including the Tate.

There will also be space to accommodate horses from the Retraining of Racehorses charity so visitors can have direct contact with the magnificent animals.

Newmarket and District Chamber of Commerce (part of the Suffolk Chamber of Commerce)
Message from Graham Abbey, Chairman

“I believe the most important role of any chamber of commerce is to support its members, and in Newmarket we have an excellent and supportive business community.

“We use all our events and meetings to share information, whether they are social or more formal occasions.

“As well as campaigning on local issues, we use our collective strength to speak with one voice on matters which directly affect the business community.

“We have recently lobbied central government over regional investment, the dualling of the vital A11 trunk road and added our weight to the opposition which challenged the idea of making parts of the A14 a toll road.

“Working behind the scenes or taking a very public stance when it’s needed shows just what an effective force a chamber can be.

“I’d encourage any business, even if you work on your own or you have a sizeable workforce, to take advantage of the networking and other benefits which come from being part of a chamber.”

Distances from Newmarket

<table>
<thead>
<tr>
<th>Distance</th>
<th>Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>A11 6 miles</td>
<td>Cambridge 14 miles</td>
</tr>
<tr>
<td>M11 17 miles</td>
<td>Central London 66 miles</td>
</tr>
<tr>
<td>Felixstowe Port 54 miles</td>
<td>Ipswich 58 mins</td>
</tr>
<tr>
<td>Birmingham 109 miles</td>
<td>Stansted Airport 32 miles</td>
</tr>
<tr>
<td>Cambridge Airport 10 miles</td>
<td>Hourly rail service to Cambridge and Ipswich</td>
</tr>
</tbody>
</table>

Connections to London King’s Cross & Liverpool Street
The project is based around Palace House, the last surviving part of Charles II’s racing palace, and will cost £15 million.

There are already specialist tourism businesses connected to the equine industry, including Discover Newmarket which organises guided tours of The National Stud, The National Horseracing Museum, The Jockey Club Rooms as well as places not usually open to the public such as the trainers’ yards and the famous ‘gallops’ where the horses exercise.

Newmarket today

The rise of Newmarket’s horseracing industry is linked to the royal patronage of the Stuart monarchs and later George I and George II, who moved the Court to Suffolk during race meetings. One of the town’s landmarks also has a royal connection – the clock tower built to commemorate the diamond jubilee of Queen Victoria.

Today Newmarket is a modern town with a busy high street, a market and the Guineas Shopping Centre.

It is famous for its ‘Newmarket Sausage’, made to a secret recipe of pork, herbs and spices and recognised as a speciality food by the EU.
Unisurge International

Newmarket is the headquarters for the expanding company Unisurge International, which manufactures and supplies specialist medical products.

The company was founded in 1988 and relocated to Newmarket from near Cambridge a few years ago to build a state-of-the-art facility. Its continued success and business growth have resulted in a second site at Wakefield in Yorkshire.

Unisurge makes specialist procedure and dressing packs, disposable equipment and theatre products for healthcare professionals and is one of the largest employers in Newmarket. It has a skilled and loyal workforce and a reputation which attracts a steady stream of people wanting to join the operation.

Matthew Moon, Finance Director, said: “Our development team keeps abreast of the latest advances in surgical practice and our theatre packs are assembled in a certified clean room environment. Surgical teams can be confident that all the components for a procedure will be supplied on time and in optimum condition.”

From Newmarket Unisurge distributes its products all over the country using its own fleet of vehicles.
GE Aviation Systems

High specification electronic components have been manufactured at Newmarket for more than 60 years.

GE Aviation Newmarket, a part of the American multinational corporation General Electric, is a leading supplier of custom, high reliability electronics and displays for aerospace, military, transport, telecommunications, computer, medical and industrial applications.

The Newmarket facility, which employs about 80 people, specialises in the design, manufacture and testing of custom electronic components and sub-systems.

Sales Engineer Michael Dowell says being based in West Suffolk is a key reason for the operation’s continuing success. “Our Newmarket facility was initially chosen for its value for money location and its close proximity - only 14 miles - from Cambridge with its technology hub.

Michael continues: “Our association with a thriving technology hub has enhanced our public image and West Suffolk is perceived as a strong trading area with numerous centres for business excellence.

“One of the most important factors has been the vibrant and safe communities in West Suffolk that have allowed our workers to prosper with a high quality of life; without this incentive we would struggle to attract some of the best business talents in the UK.”

The Newmarket business, which became GE Aviation Systems in 2007, originally made transistors, beginning life as Pye Limited, the scientific instruments company founded in Cambridge in 1896.

“Major factors in our ability to grow have been the availability of a skilled workforce and West Suffolk being an attractive place to live.”
Graham Abbey launched Factotum in 2003 to provide a call handling and diary management service to enterprises of all sizes. He now has around 20 staff managing calls and taking membership enquiries for businesses with just a handful of people to large organisations with several hundred staff.

About 70 per cent of his clients are in the south east, although some are as far afield as Glasgow, with businesses involved in health a growing sector.

Companies employ Factotum because it means they no longer have to worry about holiday or sickness cover and callers receive a consistent level of customer service as the face, or rather the voice, of the client company. He’s proud that 11 years on, he still has his first customer.

The business has moved four times as it has grown and taken on more staff and it is now based in a business park at Exning.

Graham’s background is in engineering, through which he was introduced to the IT sector and the emergence of call centres. He has an influential role in the local business community as Chair of the Newmarket & District Chamber of Commerce and as a board member of Suffolk Chamber of Commerce.

Living in Cambridge, Graham’s first thought was to establish the business on his doorstep. “But I didn’t choose Cambridge because of the cost of employment and office space. I knew Newmarket so it was the obvious place to be.”
Established in 1766, Tattersalls is the oldest bloodstock auctioneer in the world and the largest in Europe. Originally based in Knightsbridge in London, Tattersalls has held sales in Newmarket since the 1880s.

The company moved its head office to Newmarket in 1978 to be part of the concentration of businesses connected with the thoroughbred industry.

The sales complex now occupies a 43-acre site within the town, with about 7,000 thoroughbred horses passing through the auction ring each year. The company also has a sales complex in Ireland selling top class horses for national hunt and flat racing.

The company employs 45 permanent staff, plus 14 overseas representatives and up to 150 temporary people during the sales period. About 80% of the workforce lives within 10 miles of Newmarket.

Property Director John Morrey moved from London to West Suffolk to work for Tattersalls. “Working for an international company such as Tattersalls is both rewarding and enjoyable, with the racing at Newmarket’s two racecourses providing a sociable side to work,” he said.

Tattersalls is an integral part of the thoroughbred breeding and racing industry in Newmarket and one of the most recognised names that make up the ‘home of horseracing’ brand.

Chairman Edmond Mahony spoke with confidence in his 2014 end of year press statement, highlighting the recent financial successes of Tattersalls. “Record annual turnover of £263 million and the highest price for a thoroughbred at public auction anywhere in the world in 2014 were amongst the highlights of the year for Tattersalls.”

“Being just over 30 miles from Stansted Airport and 60 miles from London is an advantage for encouraging overseas buyers who come to sales from over 50 countries.”
Brandon

Manufacturing, construction, engineering and logistics businesses are based in Brandon, and the town is also a service centre for the local population and American air force families. It has a good range of services and independent shops as well as a twice-weekly market.

Modern Brandon has grown up around its good transport connections; it is 10 minutes from the A11 and Cambridge and Norwich are 30 and 36 miles respectively, both cities with expanding regional airports. There is an hourly rail service to Norwich and Cambridge.

The natural environment is also a factor in the town’s prosperity. Brandon is in The Brecks, a protected area with a unique flora and fauna which draws visitors interested in its wildlife and beauty. The ‘pine lines’ – the mature Scots pines which were originally planted as hedges – are a distinctive feature of the Brecks landscape.
Tourism presents many opportunities for local businesses and is an important part of the local economy, providing 22% of employment. The Center Parcs holiday village at nearby Elveden is a major employer and outdoor activities in Thetford Forest, from concerts to off-road cycling, bring tens of thousands of visitors every year.

Brandon's industrial heritage can be traced back thousands of years. It was the flint capital of Britain with the mineral in demand for building and weaponry. Flint buildings of all sizes are still a feature of the area. In the middle ages the fur trade developed following the introduction of rabbits by the Normans.

### Distances from Brandon

<table>
<thead>
<tr>
<th>Route</th>
<th>Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>A14</td>
<td>14 miles</td>
</tr>
<tr>
<td>A11</td>
<td>5 miles</td>
</tr>
<tr>
<td>M11</td>
<td>38 miles</td>
</tr>
<tr>
<td>Cambridge</td>
<td>32 miles</td>
</tr>
<tr>
<td>Central London</td>
<td>85 miles</td>
</tr>
<tr>
<td>Felixstowe Port</td>
<td>56 miles</td>
</tr>
<tr>
<td>Birmingham</td>
<td>127 miles</td>
</tr>
</tbody>
</table>

Hourly rail service to Cambridge and Norwich
- Cambridge: 38 mins
- Norwich: 46 mins

Connections to London King’s Cross & Liverpool Street
- Stansted Airport: 50 miles
- Norwich Airport: 38 miles
- Cambridge Airport: 28 miles
Center Parcs

Center Parcs chose Elveden Forest, north east of Mildenhall, to open its second holiday village in 1989.

The site was ideal, with excellent transport links and 400 acres of forest where the company could build its lodges and extensive indoor and outdoor activities.

James Barrett, General Manager of Center Parcs Elveden Forest, said: “The area has a great deal to offer and as a result, the village has gone from strength to strength.”

Since opening 25 years ago, occupancy rates at Elveden Forest have been above 95% all year round with guests mostly travelling from within a two-hour radius of the village.

James added: “The village sits at the heart of a group of small communities. Our employees are the lifeblood of the business and Center Parcs is one of the biggest employers in the local area.

“Elveden Forest has a team of 1,500 people (more than 90% of whom are from the local area), taking care of the operation of the village and ensuring guests have an exceptional experience.

“The economic importance for us of working with local communities and businesses is significant.”

It is estimated that Center Parcs, which now has five holiday villages in the UK, contributes in excess of £20m to the local economy each year through employment, attracting people into the area and working with local businesses.

“West Suffolk has been an ideal location for us. It has the perfect mix of natural landscape and a good network of communities and businesses which contribute to our success.”
From its 13.5 acre West Suffolk headquarters close to the A11, which includes an 180,000 square foot facility encompassing manufacturing, offices and a show ground, the business serves a UK wide client base.

Building on the success of Omar Park & Leisure Homes, Omar Group acquired Wessex Unique Lodges & Park Homes in 2013. With a strong product portfolio and full order book, the group is expecting to see an impressive 40% growth in output in 2014, creating many more jobs. Over the past year the group has already increased the workforce from 140 to 230 people.

As well as selling park homes and leisure lodges to landowners and residential or holiday parks, Omar Group has also recently launched Omar Park Development Services (OPDS) to help new and existing park operators in all aspects of their business. Built on Omar’s experience and expertise, OPDS’s services range from finding suitable sites for parks, through to creating the finished development ready to welcome guests.

Omar Group Chief Executive, Dean Westmoreland said: “We offer a best-in-class product backed up by outstanding customer service and after sales. This is how we delivered 20% growth in the last year, despite it being a tough market.”

Confidence in their business and in being in the right place with the right workforce, points to a bright future for Omar Group which has just won the industry award for Park Home of the Year.
Clare

The growing town of Clare is a self-sufficient community which draws shoppers and visitors from an immediate population of 8000 including neighbouring villages, as well as tourists all year round.

While many smaller towns have lost their family businesses and independent stores, Clare has about 100 businesses including a butcher, baker, greengrocer, pharmacy, hardware and book shops in the town centre to provide day-to-day services.

The bank, GP surgery, library, optician and many professional firms also bring customers into Clare, which local people describe as ‘a market town without the market’. There are small commercial areas for businesses needing workshop space.
The business community in Clare has experienced something of a renaissance in the last decade with many start-ups attracted by its potential. Indeed, among members of the developing Clare Business Association, most have launched their enterprises in the last five to 10 years.

Clare is less than 30 miles from Cambridge, seven miles from Haverhill and 16 miles from Bury St Edmunds.

As one of the ‘wool towns’, the villages which became prosperous through textiles in the Middle Ages, Clare is also a tourist magnet for people interested in its picture-postcard buildings, art and antiques. An auction house opened recently. The popular ‘Lovejoy’ series about the antiques trade was filmed in West Suffolk and along the Suffolk-Essex border, including Clare, and there are several antiques businesses, along with new and second hand bookshops and an art gallery and framer and restorer, which have put it on the map for tourists from this country and overseas.

Cafes, holiday cottages, a hotel, bed and breakfasts and pubs are all part of West Suffolk’s offer.

“There are over 100 businesses registered in Clare, highlighting its raw entrepreneurial spirit”
Case study

Baker & Baker

The beautifully crafted kitchens in the Baker & Baker showroom at Clare look like the kind featured in glossy interiors magazines... and that’s because they have been.

For more than 20 years, Baker & Baker – run by husband and wife team Graham and Marie Baker – have been designing and creating bespoke hand-built cabinets, made by their own team of craftsmen.

The furniture, which also includes storage solutions for bedrooms and other rooms, is made on site in Clare for customers all over the country.

The Bakers take great pride in using the best quality materials including sustainable timber and their bespoke designs appeal to people wanting fittings that will stand the test of time.

“Customers have confidence in Baker & Baker to deliver high quality, locally sourced goods and excellent customer service.

With business increasing year-on-year Baker & Baker are now planning to extend both their workshop and showroom to give them the capacity to expand.

“We take pride in everything we produce here in Clare and we are more than happy with West Suffolk as a place to do business.”
Well supported

We have local knowledge and the right contacts to help you succeed – whether you want to explore an idea or have plans to develop an existing business.

Business parks, commercial premises and development land

There are business parks with industrial and office space in the towns, in many of the larger villages and converted barn complexes in rural areas, providing a wide choice of type and size of premises. There are full details of locations on our websites.

The councils West Suffolk Property Services has industrial, commercial and retail units to let across St Edmundsbury and Forest Heath in Brandon, Bury St Edmunds, Haverhill, Mildenhall and Newmarket. You can find out about availability on our website where there are also links to commercial agents.

www.westsuffolk.gov.uk/property

In planning for future growth, three large employment areas have been identified in West Suffolk – in Bury St Edmunds, Haverhill and at Red Lodge, on the A11 near Mildenhall.

“Our support is free and we could save you time and money so you can get on with what you’re good at – running your business.”
Economic activity

The proportion of economically active people aged 16-64 is high in West Suffolk.

<table>
<thead>
<tr>
<th>Economic sector</th>
<th>% of West Suffolk Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional, scientific &amp; technical</td>
<td>11.3%</td>
</tr>
<tr>
<td>Construction</td>
<td>10.7%</td>
</tr>
<tr>
<td>Retail</td>
<td>9.4%</td>
</tr>
<tr>
<td>Arts, entertainment, recreation &amp; other services</td>
<td>9.4%</td>
</tr>
<tr>
<td>Business administration &amp; support services</td>
<td>9.1%</td>
</tr>
<tr>
<td>% of West Suffolk Businesses</td>
<td></td>
</tr>
<tr>
<td>SEBC</td>
<td>85.4%</td>
</tr>
<tr>
<td>FHDC</td>
<td>83%</td>
</tr>
<tr>
<td>England</td>
<td>77.4%</td>
</tr>
<tr>
<td>Office for National Statistics</td>
<td><a href="http://www.ons.gov.uk/ons/index.html">www.ons.gov.uk/ons/index.html</a></td>
</tr>
<tr>
<td>Suffolk Observatory</td>
<td><a href="http://www.suffolkobservatory.info/">www.suffolkobservatory.info/</a></td>
</tr>
<tr>
<td>Cambridgeshire Insight (East of England forecasting model)</td>
<td><a href="http://www.cambridgeshireinsight.org.uk/EEFM">www.cambridgeshireinsight.org.uk/EEFM</a></td>
</tr>
<tr>
<td>BBC economy tracker</td>
<td><a href="http://www.bbc.co.uk/news/10613201">www.bbc.co.uk/news/10613201</a></td>
</tr>
</tbody>
</table>

In Bury St Edmunds a 68-hectare site will be an extension to Suffolk Business Park, providing space for light industrial, research and offices. At Haverhill the government has recently provided funding to develop a 12-hectare site at the Research Park and a 22-hectare site at the Haverhill Business Park. Red Lodge, the 14-hectare Kings Warren Business Park has land for offices, industrial and warehousing.

This is in addition to more commercial land being made available or proposed at existing sites in other towns and villages across West Suffolk.

Please contact the Economic Development and Growth team for details of all these sites.
Advice, funding, training and support

We can introduce you to other people who can help.

They include the Local Enterprise Partnerships; West Suffolk is covered by two LEPs, Greater Cambridge Greater Peterborough and New Anglia.

The LEPs provide investment for infrastructure to create the right business environment and grants and loans to help businesses buy buildings and machinery, increase productivity and start exporting.

Growing and start-up businesses are the specialist area for the two local enterprise agencies serving West Suffolk. They have small units and offices to rent on flexible, low-cost terms.

The New Anglia Growth Hub offers free support for growing businesses through face-to-face meetings with local Business Growth Advisers to help businesses access specialist support.

Menta, the award-winning Suffolk enterprise agency, offers advice, runs courses and holds networking events. It has business units in Bury St Edmunds and Haverhill and a training centre in Haverhill. [www.menta.org.uk](http://www.menta.org.uk)

Business support is also available from many professional organisations and networking groups including the Institute of Directors and chambers of commerce.

Events

The West Suffolk Economic Development and Growth team is a founding partner in the annual Bury St Edmunds and West Suffolk Business Festival. The festival is a 10-day celebration with seminars, presentations, working lunches and networking events to bring together the business community and highlight opportunities.

[www.businessfestival.org](http://www.businessfestival.org)

Planning for jobs

Encouraging new businesses is a priority for Forest Heath and St Edmundsbury, the two councils working together under the West Suffolk banner. We have a Six Point Plan for Jobs and Growth which sets out how we will increase opportunities for businesses to thrive.

A summary leaflet or a full version of the plan can be found on our website: [www.westsuffolk.gov.uk/sixpointplan](http://www.westsuffolk.gov.uk/sixpointplan)

“We can introduce you to other people who can help”
The West Suffolk Economic Development and Growth team helps businesses to remove barriers to relocation and growth by:

- finding land and premises – commercial units and offices;
- understanding the ‘red tape’ – including planning and legal matters;
- broadband connections;
- highlighting funding opportunities;
- finding staff;
- improving your workforce’s skill levels;
- developing new supply chains;
- identifying opportunities for exporting; and
- encouraging visitors by creating vibrant town centres.
Acknowledgements:
Thank you to the businesses, organisations, elected councillors and individuals who have helped put this pack together. They include:

Abbeycroft Leisure
Abellio Greater Anglia
Baker & Baker, Clare
Bedfords estate agents
Bury St Edmunds Chamber of Commerce
Carisbrooke Investments, Haverhill Research Park
Center Parcs
Claas UK
County Upper School, Bury St Edmunds
Direct Table Foods
Discover Newmarket
Factotum
Nick Ford, photographer
G E Aviation
Greater Cambridge Greater Peterborough Local Enterprise Partnership
Greene King
Haverhill Chamber of Commerce
Herbert Group
Toby Long, Hilltop Design
Ian Hulland, photographer
JEB Engineering
Menta (Mid Anglia Enterprise Agency)
Metal Office
Montage Communications
NWES (Norfolk and Waveney Enterprise Services)
New Anglia Local Enterprise Partnership
Newmarket Chamber of Commerce
Omar Group
Port of Felixstowe
Powders Newmarket Sausages
Sanofi
Servest
Shawn Pearce Photography
Shelbourne Reynolds
Stansted Airport
Tattersalls
Treat
Tudor Rose florists
The Jockey Club
Unisurge
West Suffolk College

Statistics in the pack have been provided by the Suffolk Observatory, 2011 Census, the Office for National Statistics, Forest Heath District Council, St Edmundsbury Borough Council and other organisations.