

FIG – Norwich Financial Cluster

Greater Norwich Growth Board

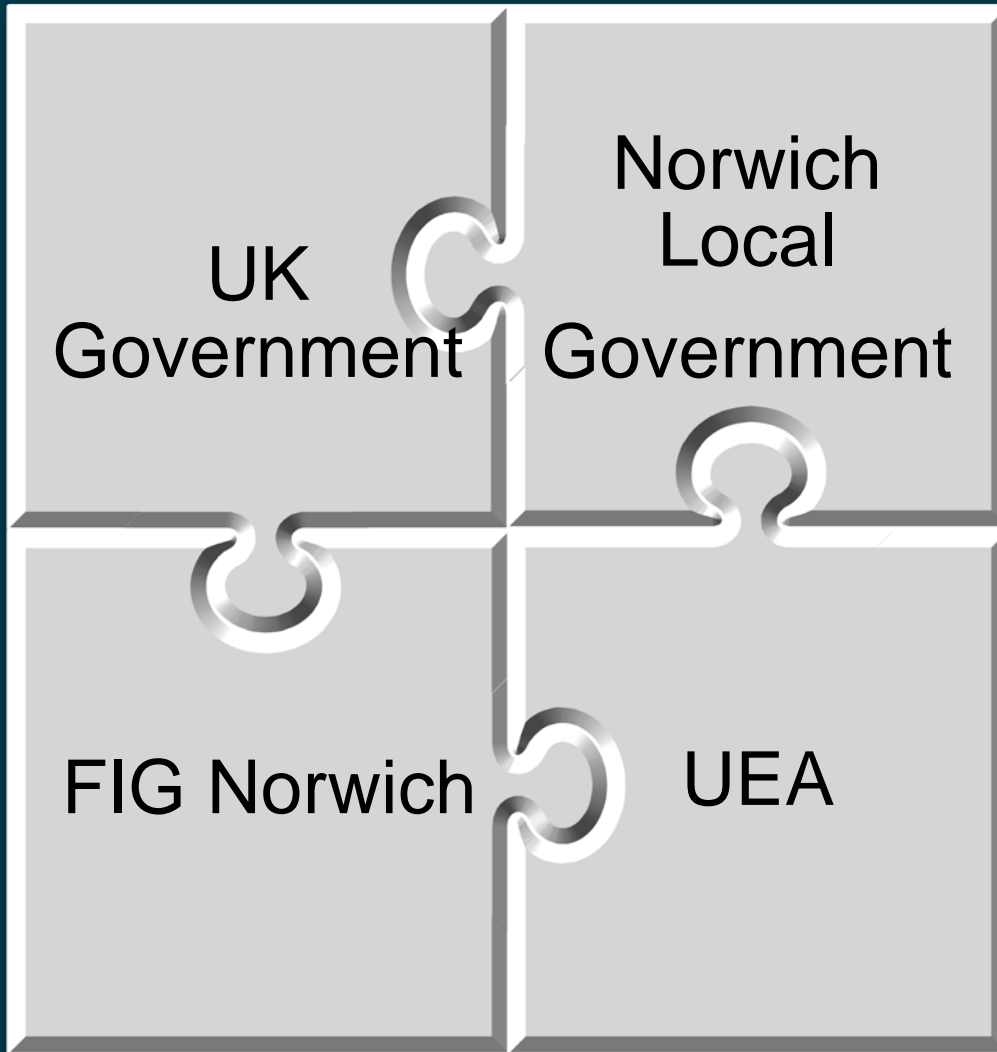
06 February 2018

Steve Davidson – Marsh – Chair of FIG Norwich

Andrew Hunt – Aviva

Prof. Raphael Markellos – UEA – Norwich Business School

FIG Norwich – our challenge for the future...



- Premise - the Norwich Financial 'Cluster' working closely with the University and relevant Government agencies drives synergies and economic benefits for Norwich and Norfolk
- Strong belief that FIG Norwich can be a catalyst and pivotal in making these relationships work better
- Research to evidence local 'cluster' needed urgently
- Our challenge for the future is to step up and fill this space...

FIG Norwich – current position

- FIG Norwich stabilised and Board strengthened – the Board has included representation from local Councils for many years - their contribution has been important and much appreciated by the Board
- Continued to support work with local Councils when requested and with New Anglia LEP in the development of their Economic Strategy for the future
- We continue to develop strong links and relationships with UEA, including:
 - Research conducted by UEA to confirm the evidence for the existence of a financial cluster in Norwich – focus of today’s meeting...
 - Annual Finance conference
 - Participation in “employability” week
 - Exploring feasibility of Degree Apprenticeships, including Executive MBA
- Developing a website - fignorwich.org – including: News and Events, a “Trade Directory” and Recruitment – expectation will be live before end of 1 Q 2018
- In summary, FIG is now well positioned to move forward with confidence.

UEA – Norwich Financial Cluster - Report (1)

- Research conducted by a team from Norwich Business School at UEA – the report covers best practices, a development plan for the financial cluster and recommendations for FIG, UEA and local government (See Appendix)
- Evidence in the report supports the conclusion of the existence of the characteristics of a financial cluster in Norwich...
 - 11,610 jobs in financial and related professional services (CityUK, 2017)
 - Centre of excellence in Insurance – 2nd highest concentration of insurance jobs in the UK (ONS, 2016) – 200 years of history
- Implications for policy:
 - Should be at the cluster level and ‘joined up’
 - Should support the interaction of businesses, local government and educational institutions. Includes:
 - Role of trade association should be a forum for the exchange of ideas and collective action to improve productivity (e.g. Finance Conference) and collective ‘marketing’ (e.g. via a cluster website)
 - Transport policy should facilitate efficient travel between cluster incumbents

UEA – Norwich Financial Cluster - Report (2)

- Implications for policy (continued):
 - Support the labour market
 - Local education providers should support cluster-specific training
 - Policy should maintain and develop the “cultural capital” (i.e. social assets such as cultural heritage, areas of natural beauty, restaurants, theatres and art galleries) that attract and retain labour
 - Transport policy should facilitate efficient travel between residential areas and the cluster
 - Support the large, often multinational, firms that drive the cluster
 - Improved national road and rail transport links to London
 - Improved international transport links via Norwich Airport
 - Appropriate buildings and Information and Communications Technology (ICT)

UEA – Norwich Financial Cluster - How are we doing?

- Professor Naresh Pandit presented at the recent Finance Conference hosted by FIG at Norwich Business School – 23 November 2017 (the presentation is attached - see Appendix) – Key points as follows:
 - Strong link between clustering and productivity – NBS research confirms that firms in strong clusters **grow faster than average**; attracts **new firm entry**; and are **more innovative**
 - Not just geographical concentration of economic activity but **supporting institutions and linkages are also necessary**
 - Prof. Pandit summarised 4 tests as to the existence of a cluster:
 - Concentration of employment? **Yes** (ONS, CityUK)
 - Productivity in terms of gross value added (GVA)? **Yes** (ONS, CityUK)
 - Concentration of firms? **Yes** (BEIS)
 - Institutional strength and linkages? **Emerging** (BEIS)
- FIG view – re institutional strength/linkages – getting much better...
 - Very good working relationship with local government over many years; now working very hard in developing a positive relationship with UEA currently.
 - Financial industry - Norwich is #1 in “The East” in terms of GVA

FIG Norwich – Future collaboration

- We strongly believe that FIG can perform a key role in collaborating with local government and with educational institutions (especially with UEA)
- We would like to explore how we can assist local government further and also ensure that key stakeholders are aware of FIG and future priorities
- Specific opportunities with local government could include the following:
 - Establish a regular meeting (say, twice a year) between FIG, Local Government bodies and Universities to discuss strategic direction and ensure a consistent approach in relation to cluster activities
 - Explore opportunities for adding incremental value or service offerings which will be mutually beneficial – i.e. which drive benefits locally
 - Participation in “2040 norwich city vision” activity – must be done collectively
 - Industrial Strategy White Paper – how does this fit with local needs?
 - Bringing Financial firms together with Technology firms
 - Inward investment – we can share our experience if this helps
 - ++, potentially, we believe a lot more ideas...

FIG Norwich – Finally...

- Our objectives today were to:
 - Increase awareness of the financial services community in Norwich
 - Remind key stakeholders that FIG is "alive" and is well positioned for the future
 - Provide evidence-based research from UEA confirming a financial cluster in Norwich
 - Summarise potential implications for policy
 - Re-confirm our strong desire to continue to work with local government and UEA in widening and strengthening the financial cluster in Norwich
- Thank you very much for the opportunity to present to you today and we do hope that you consider that these objectives have been met...
- Questions?...

Appendix

- 1. UEA – Norwich Business School – “Norwich Financial Cluster – Development Plan” – dated January 2018
 - a hard copy will be circulated at the meeting as the paper has not been formally released by NBS at this date.
- 2. “The Development of Norwich’s Financial Services Cluster” – Professor Naresh R. Pandit, Norwich Business School, UEA.
 - See presentation attached
- 3. Link to draft [FIG website](#) – All presentations from the FIG Annual Conference dated 23 November 2017