



- **Ambitions** - what we want the place to be – everything leads to these
- **Three major themes** which will deliver ambitions right across Norfolk and Suffolk - for all people and sectors
- **Clusters and growth locations** - identified areas/opportunities which will deliver the greatest impact on growth and will create wider opportunities right across Norfolk and Suffolk. Each of the major themes play a role in realising the opportunities.
- **Collaborate to grow** – Integral in achieving ambitions and themes – everyone has a role to play in achieving success
- **People and places are central to the strategy** - firmly acknowledging that our communities live, learn and work and businesses operate in towns, cities, rural and coastal communities. Strategy aims to create a truly inclusive economy that works for all residents.