



## Kick-starting an Industry within a Sub-region!

Population: **5 494 576**

Area: **19 120 km<sup>2</sup>**

Population Density (inh/km<sup>2</sup>): **287.3**

GDP per capita: **117.9%** (of EU27)

### Renewable Energy Sector

The renewable sector in the East of England is growing strongly, with electricity generating projects using renewable energy sources estimated to total 325 MW, 3.8% of the region's estimated electricity consumption for 2010. The total turnover in renewable energy products and services earned by companies in the region is between £50 million and £100 million per year. Furthermore, the number of full-time employees in this sector now lies between 600-800 people.

One of the most remarkable projects is the Chicken Litter Biomass Power Station, in Thetford, Norfolk - the largest plant of its type in the world and Europe's largest biomass fuelled electricity generator. It burns 420,000 tonnes of poultry litter to produce 38.5MW of electricity - enough to supply around 93,000 homes. Moreover, the EU has pinpointed the region as a prime location for bioethanol production with a plant planned for Wisseton, Norfolk.

The East of England is composed of 6 counties and 4 Unitary Authorities. Located just north of London, it benefits from economic and logistical proximity to one of Europe's largest cities. The main urban area is Cambridge, the seat of world-renowned Universities and research centres. The northern and the eastern extremities of the region are embracing large rural areas dotted by market towns, small historic towns and villages.

The East of England features a coastline stretching 250 miles from The Wash (England's largest tidal estuary) to the vast expanse of the River Thames and boasts unspoilt beaches, crumbling cliffs, estuaries, shingle spits and Britain's finest mudflats and salt marshes.

Its globally renowned academic and research institutes rank the region third in Europe in terms of R&D expenditure, exceeding the rest of the UK at a staggering £3.3 billion. Moreover, broadband provision is the basis for this exemplar of ICT support services and internationally renowned ICT clusters.

East of England's ports and their expertise in capacity sharing are raising the region's profile as a world leader in the maritime sector. More than 400 million tons of shipping movements a year make Harwich Haven the UK's most important deepwater harbour. In European terms, its waters are considered second only to Rotterdam for handling the world's largest container vessels, and the five ports of the Haven include Felixstowe, the fourth largest container port in Europe and number one in the UK.

The region is also known as the 'Food Basket of Britain' - its rich soil used to cultivate cereals, sugar beet, fruit and vegetables. Jams, mustard, wine, sea salt and fine ales are also on offer - produced using the area's excellent barley crop.



#### **Speaker:**

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