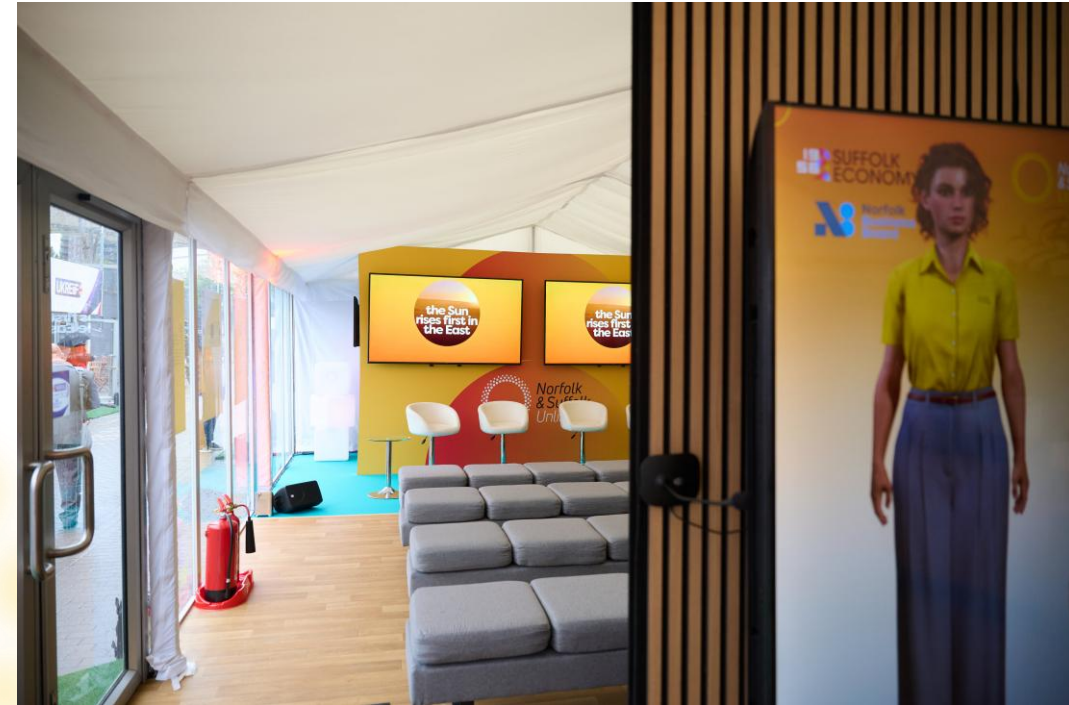


UKREIF 2026

Objectives

1. Provide an opportunity to expose to the market key property investment opportunities in Norfolk and Suffolk, covering both local and nationally significant propositions
2. Provide an opportunity to communicate to stakeholders the Norfolk & Suffolk Local Growth Plan(s) and associated growth opportunities across key sectors.
3. Strengthening Norfolk and Suffolk's collective and individual voices on a national stage



Provide an opportunity to expose to the market key property investment opportunities in Norfolk and Suffolk, covering both local and nationally significant propositions



56% of our
unique pavilion
audience were
demand side



61 investment
opportunities
showcased



150 microsite visitors

Provide an opportunity to communicate to stakeholders the Norfolk & Suffolk Local Growth Plan(s) and associated growth opportunities across key sectors.



We had **472 unique visitors** to the Norfolk and Suffolk pavilion who were not partners or existing contacts.



76 people attended the launch of the Norfolk and Suffolk growth proposition

Stakeholder Feedback



National Wealth Fund Relaunch [national-wealth-fund-five-year-strategic-plan.pdf](#)

- The relaunch signals a strong commitment to investing in delivery of the National Industrial Strategy.
- We should undertake detailed exploration of alignment and identify opportunities to bring the Fund into our priority projects.

Action: Review prospectus and map funding criteria to local pipeline

The Growth Intersection (Ely–Haughley) [Growth Intersection](#)

Now gaining significantly stronger traction following repositioning as a **Cambridge growth enabler**.

Focus areas include:

- Increased passenger capacity
- Enabling residential growth
- Wider economic connectivity stretching to Swindon and across England's Economic Heartland
- Represents a nationally relevant growth corridor rather than a standalone scheme.

Action: Incorporate into strategic narrative and support as needed

Pan-Regional Positioning

- Presenting jointly at national forums is essential to achieve sufficient scale and influence.
- A combined Norfolk–Suffolk voice strengthens credibility with investors and Government.

Strategic Alignment with Greater Lincolnshire

- Their “Feeding, Powering, Defending the Nation” proposition aligns closely (c. two-thirds overlap) with our own priorities.
- There is a clear opportunity to build a stronger partnership and present a unified eastern proposition.

Action: Explore joint positioning opportunities.

Ox–Cam Corridor Momentum

- Ox–Cam stakeholders are actively discussing extending the corridor.

Action: Proactively engage and align messaging to capitalise on emerging momentum.

Questions?