InvestEAST

Investment Prospectus

A Platform for Scalable Investment in the East of England

May 2026

Supported by:

East of England All Party Parliamentary Group

Local Government East

Delivered by:

White Hawk Green

kanda

Message from **Jack Abbott MP**

Non-Executive Chair, Invest East
Member of Parliament for Ipswich

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As the Member of Parliament for Ipswich and the Non-Executive Chair of Invest East, I am proud to introduce the second iteration of the Invest East Investment Prospectus.

When we launched this initiative, we did so with a clear conviction: that the East of England is not simply a contributor to the UK economy, but one of the principal engines of its future growth. One year on, that conviction has only strengthened.

The East of England has long punched above its weight. We are a consistent net contributor to the economy, powering national growth while underpinning the country’s food and energy security, advancing scientific innovation, and supporting globally significant industries. From clean energy and life sciences to advanced manufacturing and logistics, our region is shaping the sectors that will define the UK economy in the decades ahead. My message remains simple: back us, and we will deliver.

That belief is the driving force behind Invest East. Public and private sector leaders recently came together in Ipswich to formally launch this platform as a new inward investment gateway designed to unlock multi-billion-pound opportunities. That launch reflected a growing confidence that our region is central to the UK’s long-term economic success.

Building on the foundations of the £4 billion pipeline established through the APPG for the East of England, this second iteration reflects a region that has moved decisively from articulation to execution. In 2026, we stand as a powerful example of what can be achieved when political leadership and private sector ambition align behind a shared strategic vision. Through the partnership with the East of England APPG and Local Government East, we have replaced regional fragmentation with coordination, presenting a disciplined proposition to global investors.

Invest East now provides a single gateway to access opportunities across one of the UK’s most dynamic economies. Within these pages are nationally significant projects spanning regeneration, infrastructure, and clean energy. These are not speculative ambitions; they are structured opportunities supported by public-private partnerships and defined delivery pathways. From the Stevenage Station Gateway and Watford Junction to the East Norwich Regeneration and Bathside Bay Green Energy Hub, these flagship projects demonstrate the breadth of high-value investment opportunities available today.

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Alongside these schemes, this prospectus showcases the wider strengths underpinning our case: globally recognised life sciences clusters in Cambridge and Stevenage; expanding offshore wind and nuclear infrastructure across the Norfolk and Suffolk coasts; and internationally significant ports and logistics gateways. We are no longer speaking simply about future potential; we are presenting a substantial pipeline of projects that are active, scalable, and investor-ready.

Momentum is visible in tangible terms. In energy, the progression of Sizewell C is reshaping our industrial landscape and creating massive opportunities across supply chains. In innovation, the Cambridge–Stevenage corridor continues to strengthen its position as a world-leading ecosystem for research and technology-led growth. Simultaneously, flagship regeneration programmes are transforming strategically important sites into high-value residential and commercial destinations.

What makes the East of England compelling is the diversity of its offer. Few regions combine globally significant freeports, world-leading innovation clusters, and nationally important energy infrastructure within a single connected geography.

Most importantly, we have achieved a genuine "One East of England" proposition, defined by collaboration and a relentless focus on delivery.

There remains work ahead, but the direction of travel is clear. The East of England is one of the UK's leading destinations for investment and sustainable growth. This prospectus is a statement of ambition and an invitation to invest in a region already shaping the future of the UK economy.

For investors seeking high-growth, high-impact opportunities, we offer a rare combination of scale, security, and strategic significance. We have the assets, the ambition, and the delivery capability required to unlock transformational growth.

I invite you to engage with Invest East, explore these opportunities, and work with us to unlock the next wave of transformative growth and investment across the East of England.

Message from **Gavin Winbanks**

Secretariat, Invest East
Founder, White Hawk Green

“Over the past year, our focus has been to move decisively from articulation to execution, shaping a proposition for the East of England that is not only clear, but demonstrably credible and investable.

Central to that progress has been the strengthening of alignment between the East of England APPG and Local Government East, bringing together political leadership, regional coordination and delivery capability. This has enabled a more unified voice for the region and a more coherent, disciplined approach to engaging with investors.

Through this second iteration of the Investment Prospectus, we have worked with partners across the region to curate and structure a pipeline of opportunities that meet market expectations, projects that are investable, scalable and aligned with defined delivery horizons, supported by a more systematic approach to investor engagement. What underpins this progress is the establishment of Invest East as a single, coordinated platform for inward investment.

Designed as a clear entry point to regional opportunities, it aligns partners, curates a credible pipeline, and supports engagement through to execution, reducing fragmentation and strengthening the connection between capital and opportunity.

The fundamentals of the region remain strong. The East of England is a large and resilient economy, with globally competitive strengths in clean energy, life sciences, advanced manufacturing and digital technologies. What has changed is how these opportunities are now presented to the market, with greater coordination, stronger governance, and a sharper focus on delivery.

For investors, this provides both confidence in execution and access to opportunities of strategic national significance. Our priority now is to build on this momentum - scaling the platform, deepening engagement, and unlocking investment across the region.

We look forward to working together to realise that opportunity.

Message from **Cairistine Foster-Cannan**

CMgr FCMI
Chief Executive, Local Government East

"The East of England stands among the United Kingdom's greatest economic success stories; a region defined by world-class innovation, global connectivity, and enduring productivity. From the cutting-edge research ecosystems of Cambridge Biomedical Campus and Norwich Research Park, to the strategic energy infrastructure of offshore wind developments and clean energy hubs, to internationally connected gateways through our ports and airports, the region plays a pivotal role in powering the nation's economy, energy security, and food supply.

Generating £214 billion annually in Gross Value Added, leading the UK in business research and development per capita, and producing a third of the country's most productive farmland, the East of England offers a compelling, proven foundation for investment. It is a region where capital, innovation and opportunity intersect, and where future growth is both tangible and scalable.

Local government is central to this proposition and is already working in close collaboration with regional and national partners, developers, and investors. Councils and Strategic Authorities are the convenors, enablers and delivery partners of growth; bringing forward sites, investing in infrastructure, shaping local growth plans and strategies, and ensuring that development supports sustainable, inclusive communities, and creating the conditions for long-term, investable growth. For investors, this provides both confidence and clarity: a region where public sector leadership is aligned, responsive, and focused on unlocking opportunity. At Local Government East, we represent the collective voice of local government across the region, working cross-party to strengthening regional co-ordination and collaboration, and reinforcing our shared capacity to deliver. Our work, and our key role in Invest East, enables a more unified voice for the East of England, and a more coherent, disciplined approach to engaging with Government and investors alike.

Increased devolution across the region presents further opportunities to accelerate progress. With greater local control over funding, infrastructure prioritisation, planning, and skills, councils and emerging strategic authorities are better positioned than ever to unlock sites, coordinate growth, and respond proactively to market opportunities. Devolution strengthens our ability to act at pace, align investment with local need, and provide the long-term certainty that investors require.

Message from **Cairistine Foster-Cannan**

CMgr FCMI
Chief Executive, Local Government East

Critically, the East of England is not waiting and is ready to move further and faster. With over £4 billion of shovel-ready projects, a globally competitive private sector, and a strong pipeline of development opportunities, from new settlements to urban regeneration and clean energy clusters, the region is primed for further inward investment. With the right investment, the region will not only meet its own growth ambitions, including the delivery of over 227,000 new homes, but also contribute decisively to national priorities, from economic expansion to the transition to clean energy.

This presents a unique proposition for investors: a high-performing region with clear growth fundamentals, strong public sector leadership, and a shared commitment to delivery. By working in partnership with local authorities and regional stakeholders, investors can play a direct role in shaping sustainable communities, delivering critical infrastructure, and capturing long-term value.

We are proud to work alongside partners across the public, private and voluntary sectors. By speaking with one voice through Local Government East and our regional partners, we are ensuring the East of England is recognised not only as a regional asset, but as a driver of national renewal.

We invite you to partner with us to invest with confidence in a region defined not just by its potential, but by its proven ability to deliver.

Message from **Karen Alcock**

Managing Director, Kanda Consulting

"The East of England stands at the forefront of the UK's growth story. For generations, this region has combined enterprise, innovation, and global outlook with the practical ability to deliver - powering national prosperity while shaping some of our most distinctive and successful places.

Today, that role has never been more important. As government renews its focus on long-term economic growth, productivity, clean energy, and opportunity across all communities, the East of England is uniquely positioned to lead. With world-class universities, globally significant life sciences and technology clusters, critical energy assets, and international gateways, our region is not only aligned with national priorities - it is essential to delivering them.

This prospectus sets out a strong pipeline of strategic, investment-ready projects that reflect both ambition and realism. These projects demonstrate how public leadership and private capital can work together to unlock growth at scale.

Kanda and Invest East recognise the challenges facing investors and the development industry. Market conditions remain complex, delivery costs are high, and speed and certainty are more important than ever.

That is why political leadership across the East of England is committed to providing clarity, partnership, and a pro-growth environment - through ambitious planning frameworks, investment in enabling infrastructure, and collaborative approaches that de-risk delivery and crowd in private capital.

This prospectus is therefore more than a collection of projects. It is a statement of intent. It reflects a shared political commitment - across local, regional and national government - to back growth, to support enterprise, and to work with investors as long-term partners in shaping prosperous, sustainable places.

I invite you to explore the opportunities set out here, to build relationships with our public and private sector partners, and to invest with confidence in the East of England. Together, we can deliver growth that is competitive, inclusive and enduring - and ensure this region continues to play a defining role in the UK's future success.

Table of Contents

Invest East:
Investment platform

Invest East is the dedicated inward investment platform for the East of England, bringing together public and private sector partners to unlock the region's full economic potential. It provides a clear, coordinated, and commercially focused gateway for investors seeking opportunities across one of the UK's most dynamic and innovative regions.

Established to supercharge regional investment promotion, Invest East simplifies how investors access opportunities by curating a high-quality pipeline of projects and offering a single, coherent regional proposition. It works in partnership with local authorities, industry, and institutions to ensure that investment opportunities are visible, credible, and investor-ready.

Over its initial three-year horizon, Invest East aims to cement the East of England as the UK's leading destination for inward investment - driving economic growth, innovation, and long-term prosperity.

A coordinated governance model combining strategic leadership, operational delivery, and regional collaboration.

Invest East operates through a streamlined, multi-layered governance structure designed to combine strategic oversight with efficient delivery.

At its core is a cross-sector Board, which provides strategic direction, sets priorities, and ensures alignment with national policy and investor expectations.

The programme is executed by a dedicated Secretariat, delivered by White Hawk Green, which manages day-to-day operations, pipeline development, and engagement with investors.

This structure is reinforced by a wider Stakeholder Network, bringing together local authorities, industry, and institutions across the region to support pipeline development and promote opportunities.

This includes partners such as Cambridgeshire and Peterborough Combined Authority, Norfolk County Council, Suffolk County Council and Hertfordshire Futures, alongside major economic platforms including the UK Innovation Corridor and Freeport East.

The network is further strengthened by collaboration with universities such as the University of Cambridge and University of East Anglia, as well as industry leaders across sectors including life sciences, energy, and advanced manufacturing.

East of England **at a glance**

Why Invest

3.2 million jobs

Delivered **163 bn** in total GVA

Home to **270,000** businesses

Area **19,116 km** (Source: Homenicom, East of England profile, 2026)

6.5 million population, highly skilled workforce (Source: ONS – Mid-year estimates)

63% knowledge-intensive employment

18% of UK R&D spend concentrated in-region

2,628,782 households (23,436,085 households in England)

In employment **58.8%**

London and the East of England are the only regions expected to exceed UK average growth, with projected annual GVA growth of **1.7%** (2025–2028) (Source: EY UK Regional Economic Forecast, 2025)

Why now

- Invest East launched as a single investment platform
- Pipeline matured from concept to delivery-ready assets
- Strong public-private alignment and governance
- Increased national policy support for infrastructure and growth

What is offered

- A curated pipeline of institutional-grade opportunities
- Access via a single coordinated entry point
- Projects structured for phased capital deployment
- Exposure to long-term growth sectors and infrastructure

Innovation and **Global connectivity**

A dense network of innovation clusters, supported by world-class connectivity, positions the East of England as a highly investable region. Direct access to global markets through ports, airports, Freeports and transport infrastructure strengthens supply chains, accelerates delivery, and enables capital to be deployed at scale.

Life Sciences: In total, 3,226 life science businesses are located in the region - 15% of all life science companies in the UK.

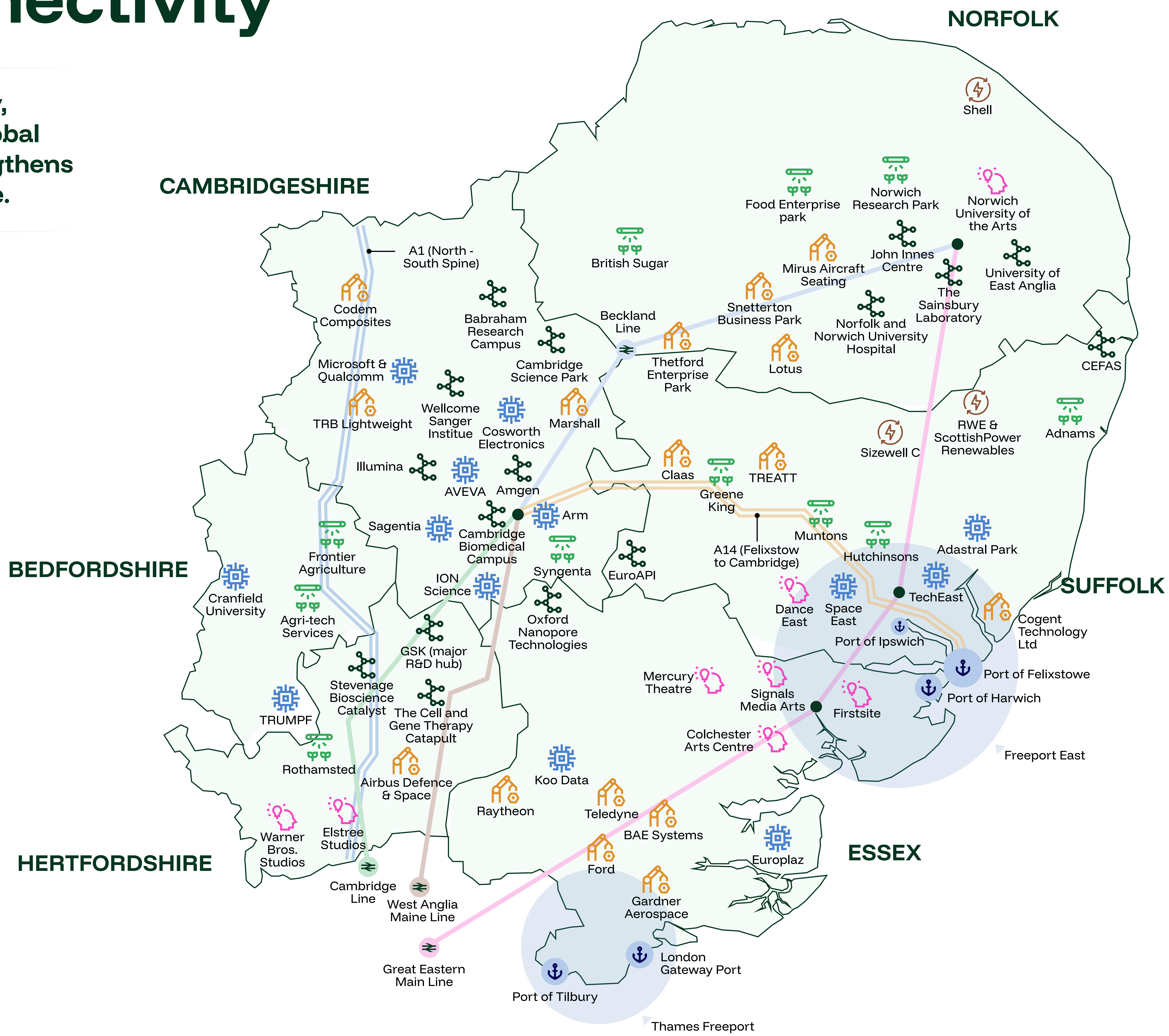
Agri-tech: The East of England is home to 338 agri-tech related businesses - 20% of such businesses in the UK, demonstrating a strong level of specialisation.

Digital Technology: The region hosts 2,650 digital technology businesses - 12.5% of all digital-technology businesses in the UK.

Advanced Manufacturing: There are 1,510 advanced manufacturing businesses in the East of England - 12.5% of all such businesses in the UK.

Creative industries: Creative industries in the East of England employ just under 100,000 people, and the region has many strengths within the sector.

Energy & Net Zero: The East of England is a leading UK hub for energy and net zero industries, supporting over 110,000 jobs across offshore wind, nuclear, hydrogen and clean technology, with more than £120 billion of investment forecast by 2050.



Private Sector **Momentum**

Established capital. Scalable opportunity.

The East of England is already attracting sustained private investment across its core sectors - life sciences, technology, energy, advanced manufacturing and global logistics. This is not early-stage positioning; it is active capital deployment into operating assets, infrastructure, and long-term platforms.

For investors, this provides a critical advantage: entry into established ecosystems where demand, capability and delivery are already proven. In life sciences, the presence of AstraZeneca (Cambridge), GSK (Stevenage) and Illumina (Cambridge) reflects a globally competitive R&D ecosystem. This concentration of capital and capability supports a continuous pipeline of innovation, creating opportunities across real estate, scale-up funding, and specialist infrastructure.

In technology, companies such as Arm (Cambridge), Microsoft (Cambridge) and Qualcomm (Cambridge) are anchoring high-value activity in semiconductors, AI and digital systems. This drives sustained demand for talent, data infrastructure, and commercial space - creating clear investment pathways linked to growth in the UK's innovation economy.

In energy, long-duration capital is being deployed through RWE and ScottishPower Renewables (offshore wind, Norfolk/Suffolk) and Sizewell C (Suffolk). These projects establish the region as a centre for large-scale infrastructure investment, with significant downstream opportunities across supply chains, skills, and supporting assets.

In advanced manufacturing and engineering, established players including Marshall (Cambridge), Airbus (Stevenage), Ford (Dunton) and Lotus (Hethel) provide an industrial base with both scale and export capability, supporting investment into next-generation manufacturing, mobility,and innovation-led production.

Critically, this activity is underpinned by globally significant infrastructure. DP World London Gateway (Essex), the Port of Felixstowe (Suffolk), and London Stansted Airport (Essex) provide direct access to international markets, reducing friction in trade, logistics and capital movement.The proposition is clear: this is a market where capital is already working, where risk is reduced by existing deployment, and where new investment can scale alongside proven platforms.

The region is also emerging as a major destination for investment in tourism, leisure, and the experience economy. Universal Destinations & Experiences' proposed multi-billion-pound theme park and resort in Bedfordshire is expected to generate nearly £50bn for the UK economy and create around 28,000 jobs, reinforcing the region's connectivity, growth trajectory, and attractiveness for long-term private capital deployment.

Established Investment **Opportunities**

A proven pipeline – now structured, refined, and positioned for delivery.

Portman Road Regeneration

Ipswich

- Leisure, Hospitality & Infrastructure
- £120m GDV
- A flagship town centre regeneration anchored by a 4-star hotel, aquatics centre, and multi - storey car park.

Investment proposition:

Institutionally backed, mixed-use scheme with diversified income streams, strong demand fundamentals, and public sector support.

Southend Airport Business Park

Essex

- Industrial & Aviation
- £150m GDV
- A strategically located employment site adjacent to London Southend Airport, targeting aviation, logistics, advanced manufacturing, and businesses with strong scale-up ambition

Investment proposition:

Flexible, phased development opportunity with strong connectivity and growing occupier demand.

New Investment **Opportunities**

Expanding the Invest East pipeline with the next wave of strategic projects across the region.

FLAGSHIP PROJECT:

Stevenage Station Gateway

Status: Development Agreement signed (2025); planningapplication for early phases in preparation

Estimated completion: Phased delivery; constructionexpected to commence within 3 years

Location: Stevenage, Hertfordshire

Delivered by: Muse Places on behalf of the EnglishCities Fund (Homes England, Muse, Legal & General), in partnership with Stevenage Borough Council and Network Rail

Opportunity: A major mixed-use regeneration scheme transforming Stevenage railway station and surrounding land into a high-quality, people-focused gateway to the town centre. The scheme will deliver over 1,100 homes, 60,000 sqm of employment space, a 175-key hotel, education facilities, and enhanced leisure, cultural and public realm infrastructure.

GDV: c. £1bn

Asset class: Mixed-use (Residential, Commercial, Leisure, Education, Transport-led regeneration)

Key contact: Andy Howell, Development Director, Muse Places

Email: andy.howell@museplaces.com

Key facts:

- 30.5-acre mixed-use regeneration site
- 1,100+ new homes
- 60,000 sqm employment space
- 175-key hotel
- Major transport infrastructure upgrades
- Located within Local Plan Major Opportunity Areas
- Supports up to 15,000 jobs by 2040
- c. £200m investment opportunity

The investment proposition:

A £1bn phased mixed-use regeneration opportunity offering strong, risk-adjusted returns, supported by a public-private delivery partnership. Located within a high-growth economic cluster, the scheme benefits from sustained demand driven by major employers including GSK, Airbus and MBDA, underpinning residential, commercial and hospitality uses. The project is partially de-risked through £50m+ of infrastructure investment, with a phased delivery model enabling flexible capital deployment. Early interest from build-to-rent and hotel operators further demonstrates market appetite. Overall, the scheme offers a combination of income potential, longterm value growth and portfolio diversification, within a well-connected, transport-led location.

Site description:

The site comprises approximately 30.5 acres of strategically located land centred around Stevenage railway station, identified as a key regeneration area within the Local Plan and designated as a Major Opportunity Area. Positioned at the primary gateway to the town centre, the site offers a rare opportunity to deliver large-scale, transport-led development that integrates new housing, employment space and high-quality public realm. Its direct connectivity to London and proximity to established commercial and innovation clusters enhance its long-term attractiveness to occupiers and investors.

FLAGSHIP PROJECT:

Watford Town Hall Quarter

Status: Pre-planning; planning consent anticipated in 2027

Estimated completion: Phase 1 completion expected c. 2030

Location: Watford town centre, WD17 3EX

Delivered by: Watford Borough Council and Mace (50:50 joint venture)

Opportunity: A town-centre regeneration delivering 400+ homes, a health hub, and mixed-use amenities on a prime brownfield site. The scheme will create a new sustainable urban quarter, unlocking long term residential and mixed-use value in a highly accessible location.

GDV: £200m

Asset Class: Residential / Commercial / Health (mixed-use)

Key contact: Melanie Miller, Inward Investment Manager, Hertfordshire Futures

Email: melanie.miller@hertfordshirefutures.co.uk

Key facts:

- £200m GDV
- 7.8-acre brownfield town centre site
- 400+ new homes
- Phase 1: ~200 homes + health hub
- Construction start expected 2028
- Strong public-private partnership (Council +Mace)
- NHS-leased health hub (planned)

The investment proposition:

A £200m, residential-led mixed-use regeneration opportunity in a prime town centre location, delivered through a 50:50 joint venture between Watford Borough Council and Mace. The scheme offers phased investment potential, with early opportunities for forward funding of Build-to-Rent homes and income-generating assets such as a pre-let health hub. Positioned on a highly accessible brownfield site at the gateway to Watford High Street, the development benefits from strong policy alignment, political backing, and sustained housing demand within the London commuter belt. The combination of institutional-grade delivery partners, secure tenancy potential (including NHS use), and a scalable multiphase structure provides investors with a de-risked entry point and long-term income and capital growth prospects.

Site description:

The site extends to approximately 7.8 acres in a prominent town centre location surrounding Watford Town Hall, currently comprising surface car parks and underutilised land within a designated Strategic Development Area. Located at the northern end of Watford High Street, the site benefits from excellent connectivity, proximity to transport links, and immediate access to established retail, leisure, and civic amenities. The regeneration will unlock a strategically important brownfield site, transforming it into a high-density, mixed-use urban quarter that integrates seamlessly with the existing town centre while enhancing connectivity, public realm, and overall place quality.

FLAGSHIP PROJECT:

Watford Junction

Status: Strategic Development Area within the Local Plan; feasibility completed

Estimated completion: Phased delivery over 10–20 years; construction expected post-2030

Location: Watford, Hertfordshire

Delivered by: Network Rail, with Platform4 (Network Rail & London Continental Railways), in partnership with Watford Borough Council, Homes England and Hertfordshire County Council

Opportunity: A major town centre regeneration opportunity centred on Watford Junction station, one of the most connected transport hubs outside London. The scheme has the potential to deliver up to 3,000 new homes alongside office, commercial, leisure and community uses, creating a new residential-led urban quarter within 20 minutes of central London.

GDV: £1.5bn

Asset Class: Mixed-use (Residential-led, Commercial, Office, Leisure, Hotel)

Key contact: Melanie Miller, Inward Investment Manager, Hertfordshire Futures

Email: melanie.miller@hertfordshirefutures.co.uk

Key facts:

- **Promoters:** Network Rail and Platform4 (Network Rail's Property Development Company), in partnership with Watford Borough Council, Homes England and Hertfordshire County Council
- **Total site area:** 19 hectares
- **Investment type:** Development
- **Planning Status:** Phased delivery over 10-20 years
- **Location:** Watford Town Centre WD17 IEU

The investment proposition:

A £1.5bn large-scale regeneration opportunity offering longterm, phased investment potential in a highly accessible London commuter location. The scheme benefits from strong underlying housing demand, driven by proximity to central London and Watford's position as one of the UK's most vibrant town centres. Direct rail connectivity (c.20 minutes to Euston) supports sustained demand for residential, commercial and mixed-use development. The site is entirely within public sector ownership and supported by an established delivery partnership, significantly reducing land assembly and planning risk. Its scale and phasing provide flexibility for investors, with opportunities to participate across multiple development stages. Overall, the project offers long-term value creation through placemaking, capital growth and income-generating assets in a prime, well-connected location.

Site description:

Watford Junction is a 19-hectare collection of development sites located adjacent to Watford town centre, within the M25 and approximately 20 minutes by rail from central London (London Euston). The sites centre on Watford Junction station, one of the region's busiest and best-connected transport hubs.

Watford is a high-performing regional centre with sustained housing demand. The station and surrounding land are in full public sector ownership and have the potential to deliver significant regeneration across a mix of uses including new homes and commercial space to support new jobs, alongside station improvements. Berkeley Homes is currently on site delivering a 1,214-home, 28-storey residential scheme that includes a new school.

The site represents a significant regeneration opportunity, mostly on under-used railway land within the London commuter belt, with comprehensive planning policy support in place.

FLAGSHIP PROJECT:

North Quay Regeneration Project

Status: Pre-planning / progressing through RIBA Stages 1–4; planning submission expected Summer 2026

Estimated completion: Phased delivery from 2028; main build completion expected c. 2030

Location: North Quay, Great Yarmouth, NR30 1JG

Delivered by:
- Great Yarmouth Borough Council (lead)
- Willmott Dixon (development partner)
- Rioja Estates (outlet specialist partner)

Opportunity: A landmark mixed-use waterfront regeneration delivering a premium outlet village, leisure destination, hotel, and public realm. The scheme will transform underutilised land into a major regional attraction, driving ~2 million additional annual visits and catalysing wider regeneration and investment.

GDV: £125m+

Asset class: Mixed-use (Retail / Leisure / Hospitality / Residential / Public Realm)

Key contact:
Kate Dinis – Major Projects Director, Great Yarmouth Borough Council
Dorian Avellino – Project Manager, Great Yarmouth Borough Council

Email:
kate.dinis@great-yarmouth.gov.uk
dorian.avellino@great-yarmouth.gov.uk

Key facts:

- 10-acre (4-hectare) strategic waterfront site
- Projected to generate c.2 million additional annual visits to Great Yarmouth
- c.1,000 permanent jobs created
- 500 construction jobs
- Up to 900 parking spaces
- Strong public-sector backing including £20m Levelling Up funding

The investment proposition:

A £125m+ council-backed waterfront regeneration delivering a premium outlet, leisure and hotel destination in a high performing coastal tourism market. With £20m of public funding secured, £80m+ private investment is now sought within a £100m+ total investment opportunity. The scheme is expected to drive c.2 million additional annual visits, supporting strong, diversified income across retail, leisure and hospitality assets. Delivered with experienced partners, including Willmott Dixon and Rioja Estates, the project offers a de-risked route to development and operation.

Investors will benefit from secure, footfall driven income, limited regional competition, and long-term capital growth as the scheme anchors wider regeneration of Great Yarmouth's waterfront and town centre.

Site description:

The site comprises a collection of underutilised and fragmented land parcels along the riverfront, currently including light industrial uses, commercial buildings, residential units, and cleared land. The regeneration will reconnect the town centre with the waterfront, creating a new gateway destination with retail, leisure, and public spaces, alongside improved connectivity to the railway station and key town assets.

FLAGSHIP PROJECT:

East Norwich Regeneration

Status: Masterplanning and early deliveryphases emerging

Estimated completion: Phased long-term delivery

Location: East Norwich (NR1)

Delivered by: Norwich City Council & Homes England

Opportunity: Large-scale mixed-use urban extension

GDV: £1bn+

Asset class: Residential, Commercial, Mixed-use

Key contact: Maria Hammond, East Norwich Programme Manager, Norwich City Council

Email: mariahammond@norwich.gov.uk

Telephone: 07717451417

Key facts:

- Approximately 3,500 homes planned
- 50-hectare regeneration area
- Homes England ownership of key land (Carrow Works)
- Norwich City Council ownership of key land (Carrow House)
- Strong demand for housing and employment space
- Strategic flagship for Norwich growth

The investment proposition:

A £1bn+ strategic regeneration programme offering long-term, phased investment opportunities across residential and mixed-use development. Anchored by Homes England land ownership of Carrow Works and strong local authority leadership, the scheme provides investors with access to a large-scale pipeline of opportunities, with flexibility to target specific phases, tenures, and asset classes as delivery progresses.

Site description:

A 50-hectare regeneration area centred on the former Carrow Works industrial site, one of the most significant brownfield opportunities in the region. The project will deliver approximately 3,500 homes alongside employment space, infrastructure, and public realm, creating a new urban extension to Norwich. The site benefits from strategic river frontage and proximity to the city centre and Broads, enhancing placemaking potential. Its scale enables the creation of a fully integrated, mixed-use neighbourhood over time.

FLAGSHIP PROJECT:

Anglia Square Regeneration

Status: Enabling works well progressed; delivery commencing

Estimated completion: Phased from 2026 onwards

Location: Norwich City Centre (NR3)

Delivered by: Norwich City Council & Aviva Capital Partners

Opportunity: City centre residential-led regeneration (plot-by-plot investment)

GDV: c.£400m

Asset class: Residential (multi-tenure), Commercial, Mixed-use

Key contact: Andrew Turnbull, Development Strategy Manager, Norwich City Council

Email: AndrewTurnbull@norwich.gov.uk

Telephone: 01603 989607

Key facts:

- Up to 1,100 homes
- Backed by Aviva Capital Partners
- £34m Homes England funding secured
- Flexible plot-by-plot delivery model
- Strong demand across residential tenures

The investment proposition:

A major city centre regeneration delivered through a long-term institutional partnership with Aviva, offering flexible, plot-by-plot investment opportunities. The structure allows investors to enter at different stages and across multiple residential tenures, supported by strong public-sector backing, secured funding, and a clear delivery programme. The scheme provides exposure to resilient urban housing demand, in the Sunday Times 2026 UK official best place to live, within a de-risked, phased delivery model.

Site description:

A 4.65-hectare brownfield site in Norwich city centre being transformed into a high-density mixeduse neighbourhood, delivering up to 1,100 homes, commercial space, and public realm. The development replaces an outdated retail centre with a connected, sustainable and vibrant urban quarter. Its central location and strong transport links position it as a key driver of city centre renewal. The masterplan introduces a coherent street network and public spaces that integrate with the surrounding urban fabric.

FLAGSHIP PROJECT:

Bathside Bay – Green Energy Hub, Freeport East Harwich

Status: Planning consents in place. Phase 1 of the container terminal permission commenced implementation in 2022, with consent for Green Energy Hub usage, land reclamation and a new quay wall secured in 2024

Estimated completion: Project readiness from 2027 – 2029

Location: Harwich International Port, Parkeston, Harwich, Essex, CO12 4SR

Delivered by: Harwich International Port Limited / Hutchison Ports (UK)

Opportunity: A major 300-acre deep-water port expansion at Bathside Bay, providing new quay facilities, laydown areas and support space for next-generation offshore wind projects

GDV: c. £300m–£500m

Asset class: Port Infrastructure / Clean Energy / Offshore Wind / Advanced Manufacturing / Business Support Space

Key contact: Mark Taylor, Director, Hutchison Ports (UK)

Email: taylorm@hutchisonlogistics.co.uk

Telephone: 07462 950812

Image © Freeport East

Key facts:

- c. £300m–£500m total development value
- c. £150m–£250m total investment required
- 300-acre deep-water port expansion
- Up to 122 hectares of new port land to be created through reclamation and quay wall construction
- Up to 40GW of offshore wind accessible from Freeport East Harwich
- Potential to create up to 4,000 jobs

The investment proposition:

A strategic opportunity to invest in new UK port infrastructure designed to address a key system bottleneck for offshore wind delivery. Bathside Bay – Green Energy Hub is positioned to support the UK's clean power and offshore wind ambitions while offering investors access to a Freeport-backed project with planning consents in place and the potential to benefit from Freeport tax reliefs and customs incentives. The project also provides an opportunity to partner with Hutchison Ports, one of the world's leading port operators.

Site description:

Bathside Bay – Green Energy Hub is located at Harwich International Port, within Freeport East and on the North Sea coast. Its east coast position provides access to both UK and continental European offshore wind markets. The site forms part of the wider Harwich Clean Energy and Maritime Innovation Cluster and is expected to support local regeneration, supply chain activity and collaboration with businesses, partners and funders.

FLAGSHIP PROJECT:

Borehamwood Town Centre Regeneration and Leisure Hub

Status: Featured in emerging Local Plan. Feasibility and Outline Business Case completed, with the Council taking forward the Culture and Leisure Destination as a catalyst for regeneration.

Estimated completion: From 2028 onwards

Location: Borehamwood, WD6

Delivered by: Hertsmere Borough Council

Opportunity: A mixed-use town centre regeneration opportunity delivering residential, commercial, leisure & culture, retail, and health uses. The scheme offers a consortium opportunity for site assembly and development, with an early-phase leisure and cultural destination acting as a catalyst for wider regeneration

GDV: £780m

Asset Class: Residential / Commercial / Leisure & Culture / Retail / Health (mixed-use)

Key contact: Andrew Donn, Head of Asset Management and Engineering Services, Hertsmere Borough Council

Email: andrew.donn@hertsmere.gov.uk

Telephone: 07773 111041

Make an enquiry: www.investhertfordshire.com/contact

Key facts:

- 2,000+ new homes
- Civic Centre Car Park early phase including:
  - 300 homes
  - Leisure and cultural hub
  - Hotel
  - Commercial floorspace
  - NHS facilities
- Mixed-use development across residential, commercial, leisure, retail, and health

The investment proposition:

A £780m mixed-use regeneration programme offering a consortium opportunity for site assembly and delivery. The masterplan will provide 2,000+ homes and significant commercial space, with early delivery led by the Civic Centre Car Park scheme (300 homes, leisure and cultural hub, hotel, commercial floorspace, and NHS facilities). The project combines strong fundamentals—established screen-industry cluster, clear unmet demand, and public-sector backing—into a well-prepared, flexible, and investable opportunity across residential, leisure, hotel, and F&B sectors.

Site description:

The masterplan focuses on the coordinated regeneration of key town centre sites, anchored by the Civic Centre Car Park, to deliver new homes, commercial space, and a high-quality leisure and cultural destination. The early phase is designed to drive footfall, extend dwell time, and build momentum for wider regeneration, supported by public realm improvements and enhanced connectivity. Borehamwood's position within a major UK screen-industry cluster (Elstree Studios, BBC Elstree Centre, Sky Studios Elstree) provides strong demand fundamentals, while current leakage in hotel, leisure, and F&B spend highlights immediate market opportunity. The scheme will reposition the town centre as a more vibrant and commercially resilient destination.

Call to action

Engage with Invest East

The East of England offers a significant pipeline of investable opportunities, underpinned by strong fundamentals, sectoral leadership, and a coordinated regional platform. Invest East provides a clear route to access, engage, and deploy capital across this opportunity set.

How to engage

1. Invest

Access a curated pipeline of investment-ready projects across infrastructure, energy, life sciences, residential, and mixed-use sectors.

2. Partner

Work alongside public and private sector partners on structured, scalable opportunities and long-term programmes.

3. Position early

Engage with emerging opportunities and shape projects at an early stage.

Why Invest East

- Single regional entry point
- Curated, high-quality pipeline
- Strong governance and alignment
- Opportunities of national strategic importance

Join our strategic **partners**

Delivered by:

Launch Partner:

All our delivery and supporting partners collaborate strategically to support the development and promotion of Invest East.

Reflecting Invest East's role as a coordinated regional platform for inward investment, their work has centred on shaping a clear, compelling and investor-facing proposition for the East of England. This has included supporting the articulation of a unified regional narrative, enhancing the visibility of the region's investment offer, and contributing to the development of this prospectus as a key instrument of engagement. Working in close collaboration with regional partners, they have supported the identification, curation and positioning of a credible pipeline of investment opportunities, aligned with Invest East's ambition to present a coherent, investable and internationally competitive offer.

Through this partnership, our members contribute to strengthening coordination across stakeholders and advancing a consistent "One East of England" proposition - ensuring that the region is presented with clarity, credibility and purpose to domestic and global investors.

Supporting Partners:

Contact us

This document represents the second iteration of the East of England Investment Prospectus, building on the strong foundations established in its initial release. Its continued development has been made possible through the ongoing support and collaboration of partnersand individuals across the region, all working collectively to enhance the region's investment proposition.

This iteration further leverages the knowledge, insight and experience of regional stakeholders to refine and expand the pipeline of opportunities for an investor audience. It strengthens the identification and presentation of investable projects, while continuing to amplify the efforts of partners to connect investors with credible, high-quality opportunities across the East of England.

Please do get in touch if you want to know more about any of the projects or the work of stakeholders across the region

Contact details:

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www.investeastofengland.co.uk

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Click **here** or scan the QR code below to view the first prospectus iteration

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