THINK

LOWESTOFT

INVESTMENT PROSPECTUS

LOWESTOFT: THE LEADING LIGHT

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CONTENTS

1.0 FOREWORD 04

2.0 INVEST IN LOWESTOFT 06

3.0 OUR VISION THE LEADING LIGHT 08

4.0 EMPLOYMENT, ENTERPRISE & SKILLS 10

5.0 LIVING YOUR LIFE IN LOWESTOFT 14

6.0 TRANSFORMING OUR TOWN CENTRE; RETAIL AND LEISURE 16

7.0 THINK LOWESTOFT 22

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1.0 FOREWORD

LOWESTOFT IS BEING TRANSFORMED, WITH SIGNIFICANT RECENT PUBLIC SECTOR INVESTMENT FOR THE 'GULL WING', A NEW £145M RIVER CROSSING IN THE TOWN WHICH HAS REDUCED TRAFFIC CONGESTION ON THE TOWN, THE DELIVERY OF A NEW ENERGY SKILLS CENTRE AT EAST COAST COLLEGE AND THE REDEVELOPMENT OF DEFRA'S CEFAS'S HEADQUARTERS. THIS SITS ALONGSIDE PRIVATE SECTOR INVESTMENT FOR THE LOWESTOFT EASTERN ENERGY FACILITY BY ASSOCIATED BRITISH PORTS.

The town's rich and proud maritime heritage and culture has shaped the town and its community. Lowestoft is at the heart of the UK's clean energy sector, sitting at the gateway to the offshore wind farms off the East Anglian Coast, with the Port of Lowestoft housing key operations and maintenance facilities that will support skilled jobs for the next 30 years.

Lowestoft has recently been selected for the Government's 'Pride in Place' scheme, securing £20m over the next 10 years. Alongside this, £44.5m of projects are currently being delivered across the town and are scheduled for completion by 2028. With significant investment, a stunning natural environment, and a growing creative sector delivering cultural development opportunities, the town is entering an exciting new phase.

We want to see the town's economy prosper, ensuring growth is sustainable and inclusive, with a revitalised town centre and seafront that enhances the wellbeing of both communities and visitors alike. There are challenges we must face: some residents face difficulties accessing employment and suffer from deep rooted deprivation; while many of our young people leave the town to access opportunities elsewhere. Our challenge is to create a town where young people can access those opportunities and choose to stay. We need to ensure that businesses can access the right people with the right skills.

We are seeking to secure future investment in Lowestoft that will transform employment sites, provide quality housing, and revitalise the town centre and seafront with a high quality cultural and leisure offer.

We look forward to delivering this work in collaboration to ensure that Lowestoft continues to be the "Leading Light".

Caroline Topping
LEADER – EAST SUFFOLK COUNCIL

Stephen Javes
CHAIR – LOWESTOFT PLACE BOARD

2.0 INVEST IN LOWESTOFT

WHERE GEOGRAPHY, INFRASTRUCTURE AND ACCESSIBILITY ALIGN TO SUPPORT LONG-TERM ECONOMIC OPPORTUNITY.

LOWESTOFT'S POSITION ON THE EAST COAST IS ONE OF ITS MOST POWERFUL ASSETS. AS BRITAIN'S MOST EASTERLY TOWN, IT HOLDS A DISTINCTIVE NATIONAL PROFILE, REINFORCED BY LANDMARKS SUCH AS NESS POINT, THE EASTERNMOST LOCATION IN THE UK. THIS LOCATION PROVIDES TANGIBLE OPERATIONAL AND ECONOMIC ADVANTAGE AS A GATEWAY TO THE SOUTHERN NORTH SEA.

Operationally, Lowestoft offers direct and efficient access to one of Europe's most active offshore energy regions. Proximity to North Sea assets reduces transit times, operating costs and environmental impact, strengthening the town's competitiveness for marine, offshore wind and energy-related activity. This coastal access underpins Lowestoft's role as a working town with a long-standing relationship to offshore industry and logistics.

Lowestoft is also well connected to regional and national markets. The A47 trunk road provides a direct north-south arterial route linking the town to Great Yarmouth, Norwich, Ipswich and the wider strategic road network, supporting the efficient movement of people, goods and services. Rail connections link Lowestoft to Norwich, with onward services to Cambridge and London, while nearby airports at Norwich and London Stansted provide access to domestic and international markets.

Together, these assets position Lowestoft as a coastal working town that combines offshore access with practical, investment-ready connectivity – a location where geography, infrastructure and accessibility align to support long-term economic opportunity.

AT A GLANCE

Investment opportunities are open to joint ventures and private capital, delivered in partnership with the local authority through publicly funded infrastructure, site enablement and phased, de-risked development.

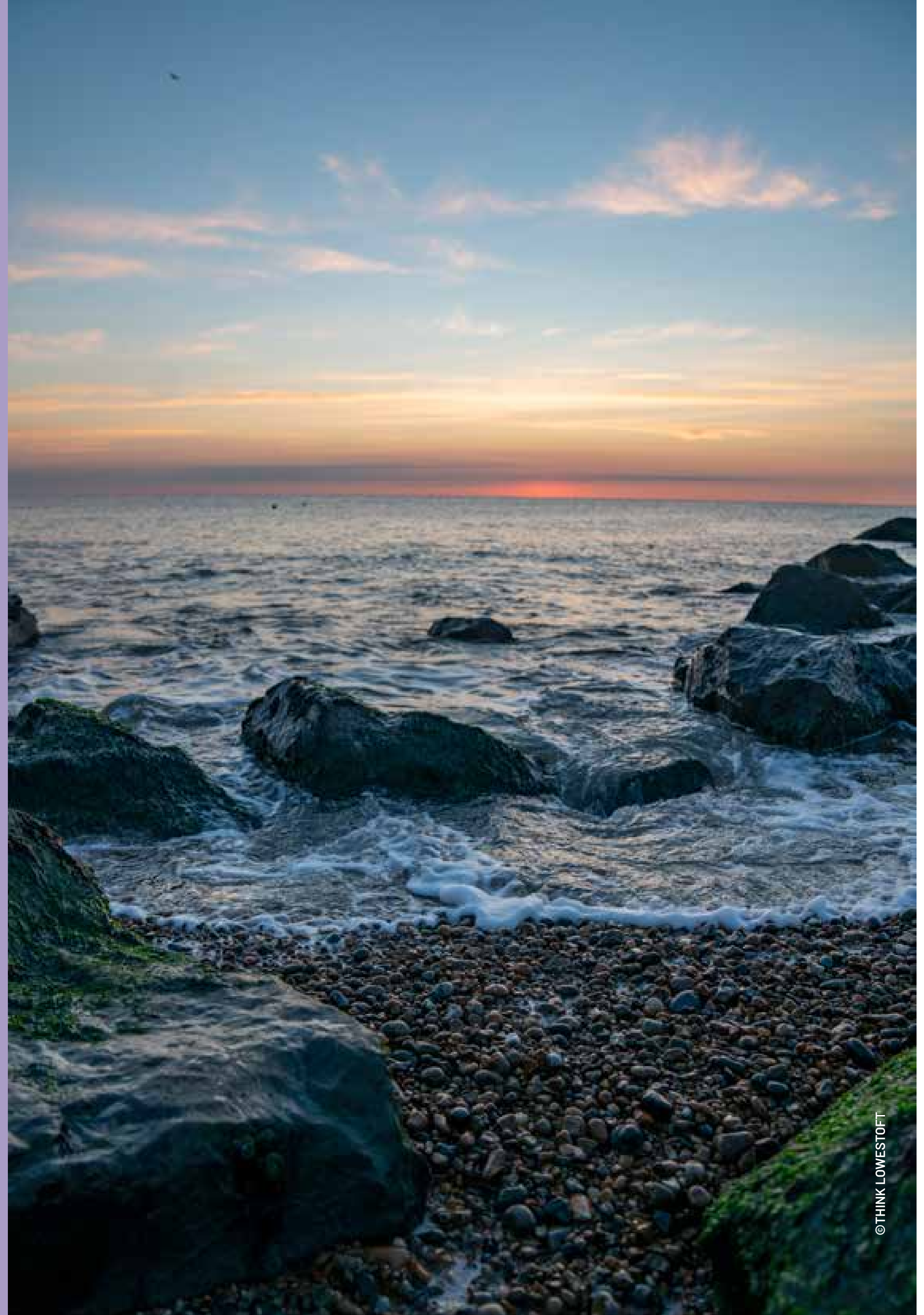
PowerPark presents 24 hectares of port-adjacent clean energy land, offering early-mover advantage in a high-growth sector with phased, private-led delivery.

The Enterprise Zones unlock 30 hectares of flexible employment land, de-risked through public support and designed for scalable commercial investment.

A pipeline of 5,000+ new homes provide long-term certainty and repeatable residential development opportunities enabled by committed infrastructure.

Town centre and seafront sites offer regeneration-ready, mixed-use assets where public funding accelerates delivery and enhances investor returns.

3.0 OUR VISION THE LEADING LIGHT


©THINK LOWESTOFT

> IN LOWESTOFT WE ARE PROUD THAT ALL OUR STAKEHOLDERS SHARE AN AMBITION AND ASPIRATION FOR THE TOWN, AND THIS IS REFLECTED IN OUR FORWARD- LOOKING AND DISTINCT STORY FOR THE PLACE.

We will constantly strive to lead the way, to be the leading light in everything we do and that means inspiring our community to be the best it can be.

Lowestoft is proud but always looking forwards and we want to build a resilient and adaptive community which has the confidence to think big and look outwards, whilst never forgetting that what made us special will forge our future.

OBJECTIVES

- To improve the quality, sustainability and range of housing stock, future-proofing housing demand.
- To provide a town which retains and attracts young people to work and live.
- To provide facilities, employment land and premises to capitalise on the continued investment in the clean energy, engineering, maritime and science sectors.
- To invest in infrastructure to meet requirements, that attracts private sector investment whilst retaining and growing businesses.
- To transform the core of the town centre and seafront, to increase footfall, to grow the daytime and evening economy and provide social space for the community and visitors.
- To enhance facilities and the public realm to provide a safer, more attractive environment that improves the physical and mental wellbeing for the community and visitors.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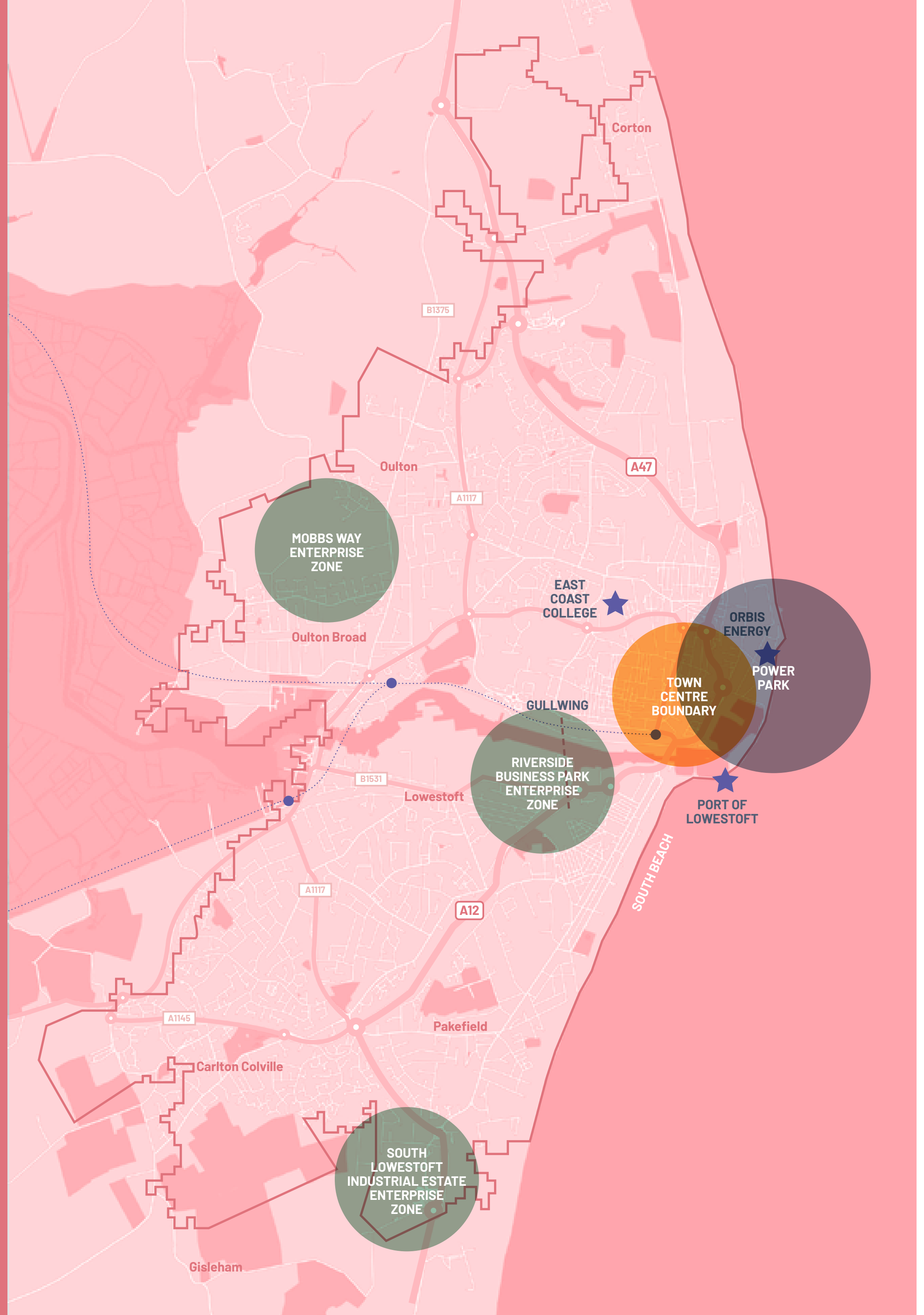
4.0 EMPLOYMENT, ENTERPRISE & SKILLS



LOWESTOFT'S ECONOMY HAS ALWAYS BEEN INEXTRICABLY LINKED WITH THE SEA. WHAT BEGAN WITH FISHING BECAME THE HOME OF BIRDS EYE AND FROZEN FOOD; AND THIS GAVE WAY TO OIL AND GAS EXPLORATION, WITH THE TOWN NOW BECOMING ESTABLISHED AS A NATIONAL CENTRE FOR CLEAN ENERGY.

With the world's largest offshore wind market in close proximity, Lowestoft already possesses substantial strengths and resources within this sector which, supported by targeted interventions, offer significant growth potential and a once-in-a-generation opportunity to develop as a centre of excellence in offshore wind.

This will provide a range of job opportunities and specifically give our young people the chance to develop skills, earn more, establish businesses, and build their lives in Lowestoft.

The enormous commercial potential aligns perfectly with the town being the home to the Centre for Environment, Fisheries and Aquaculture Science (CEFAS) which has recently re-developed a multi-million-pound headquarters. This will allow us to grow an exemplar marine science cluster of expertise, local supply chain and develop a local skills hub.

Lowestoft's three successful Enterprise Zones can be the catalyst for the further interventions needed to realise this opportunity and with partners maximise private sector investment. Our focus is to bring forward available employment land especially with quayside access. An additional Enterprise Zone is located five miles further east at Ellough, Beccles.

Our continued investment in the Port of Lowestoft demonstrates ABP's long-term commitment to the town and to East Suffolk. The port plays a critical role in supporting offshore energy, providing infrastructure, facilities, and operational capability to serve the Southern North Sea. This combination of investment and location underlines East Suffolk's strength as a competitive and credible place to invest.

TOM DUIT, OPERATIONS MANAGER, PORT OF LOWESTOFT, ASSOCIATED BRITISH PORTS

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POWERPARK HAS BECOME A POWERFUL ENABLER FOR LOCAL REGENERATION, ATTRACTING INVESTMENT, CREATING SKILLED JOBS, AND SUPPORTING THE TOWN'S TRANSITION TO A CLEANER, HIGH VALUE ENERGY AND OFFSHORE ENGINEERING ECONOMY. BY RE-PURPOSING BROWNFIELD LAND AND STRENGTHENING LOWESTOFT'S ROLE AS A HUB FOR INNOVATION AND SUSTAINABLE INDUSTRY, POWERPARK IS HELPING TO SECURE LONG-TERM ECONOMIC GROWTH AND PROSPERITY FOR THE TOWN AND WIDER REGION.

OPPORTUNITIES

Capitalise on 24 ha of high-potential land within PowerPark, strategically positioned in the port area, presenting a stand-out opportunity to support offshore renewable growth alongside high-value employment and long-term investment.

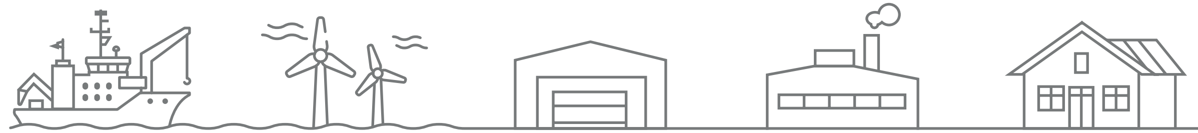
Enterprise Zone employment sites – Unlock the potential of 30 ha of prime employment land across three strategically located Enterprise Zone sites in Lowestoft, offering a compelling opportunity for forward-thinking development and investment.

INVESTMENTS SECURED

Significant investment has already been secured across a range of strategically important projects.

Collectively, these investments strengthen skills, innovation, research capability and business infrastructure, underpinning future growth in the offshore energy and marine sectors.

FOR PRIVATE INVESTORS SEEKING SCALABLE DEVELOPMENT OPPORTUNITIES WITH CLEAR MARKET DRIVERS, THESE SITES OFFER A UNIQUE COMBINATION OF LOCATION, INCENTIVES AND SECTOR GROWTH—POSITIONING CAPITAL FOR ATTRACTIVE RETURNS AND ENDURING ASSET VALUE.



£35M
LEEF
by ABP and East Suffolk Council

£18M
EA ONE HUB
by Scottish Power

£4.5M
THE NEXUS
by East Suffolk Council

£18M
CEFAS

£11.3M
ENERGY SKILLS CENTRE
by East Coast College

£86.8M
INVESTMENTS ALREADY SECURED

5.0 LIVING YOUR LIFE IN LOWESTOFT

A VIBRANT LOWESTOFT NEEDS PLACES TO LIVE THAT REFLECT ITS VISION AND DELIVERS A RANGE OF HOUSING PROVISION FOR THE COMMUNITY FROM AFFORDABLE TO MORE ASPIRATIONAL.

The employment linked to clean energy businesses will welcome and attract the local population but also introduce talent from further afield.

The council's current Local Plan allocates significant housing growth for Lowestoft with over 5,000 new dwellings earmarked for the town.

There is a wide-ranging approach to future proofing demand which includes town centre living above properties, and the Lake Lothing development which has the potential for thousands of new homes. The latter has the opportunity to be transformational for Lowestoft and will be directly related to new employment opportunities from the clean energy sector.

This ambitious programme will provide considerable private sector investment opportunities as well as presenting the economic potential of Lowestoft in a more regional context.

PRIORITY RESIDENTIAL INVESTMENT OPPORTUNITIES

KIRKLEY WATERFRONT AND SUSTAINABLE URBAN NEIGHBOURHOOD
A flagship brownfield regeneration opportunity, transforming a series of long-vacant sites into a vibrant, inclusive waterfront community. The development will provide up to 1,400 new homes alongside employment space, delivered within a high-quality environment that fully maximises the opportunities presented by the waterfront location.

The site benefits from substantial public-sector infrastructure investment, removing long-standing constraints and creating confidence for private sector delivery. Its proximity to the town centre, seafront and Broads National Park positions Kirkley as one of the most attractive residential-led regeneration opportunities in the region.

NORTH OF LOWESTOFT GARDEN VILLAGE
Located to the north of the town, this strategic growth location will deliver up to 1,300 new homes, together with employment land and the physical and social infrastructure required to support a significant increase in population and jobs.

The Garden Village offers a long-term, phased investment proposition, suitable for family housing, mixed-tenure delivery and institutional investment, while supporting sustainable community development at scale.

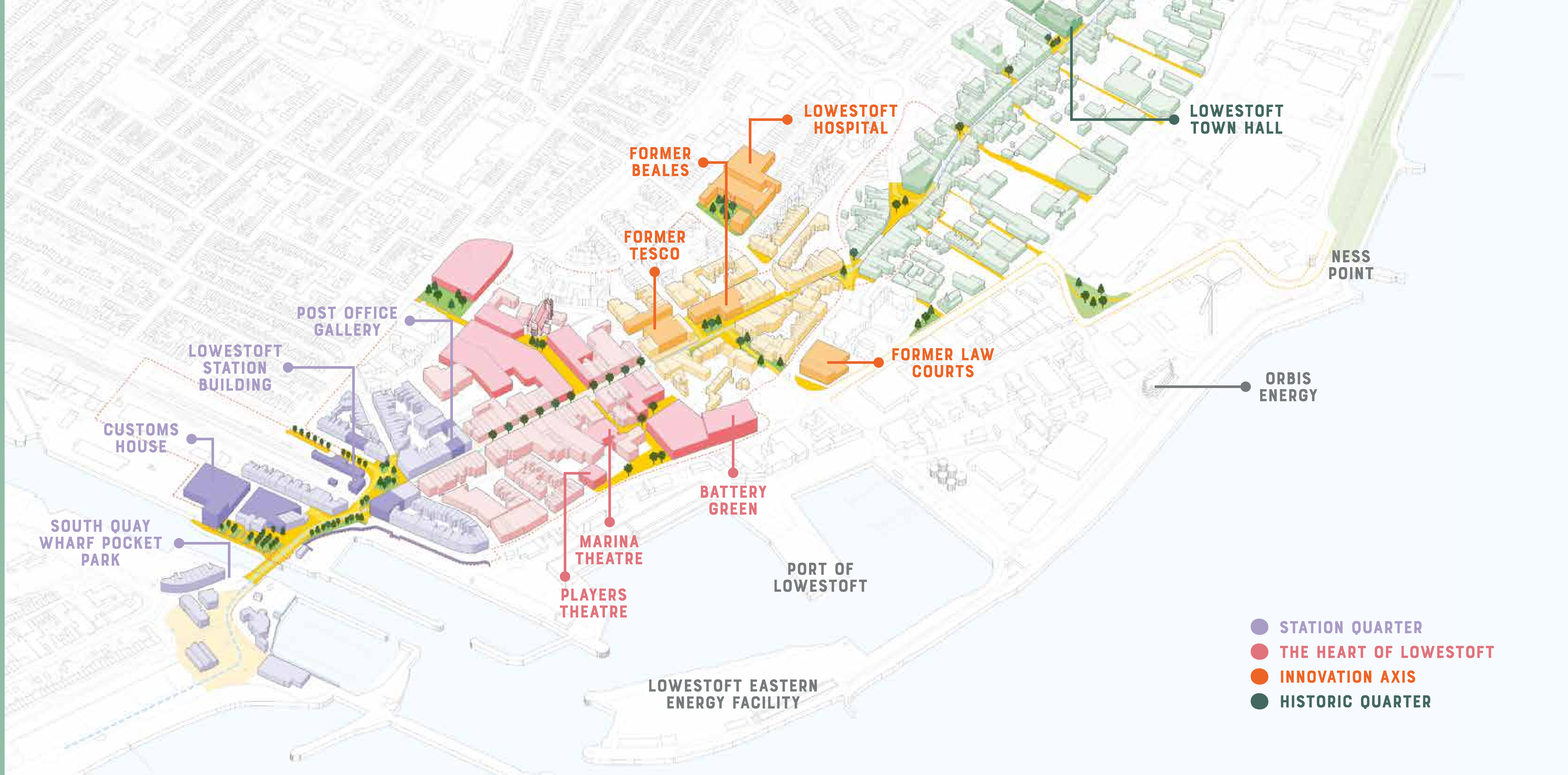
LAND SOUTH OF THE STREET, CARLTON COLVILLE / GISLEHAM
A 5.5-hectare site comprising arable fields, delivering approximately 900 new homes in the south Lowestoft and Carlton Colville area. The site represents a logical extension of the existing built-up area and benefits from strong access to employment opportunities at South Lowestoft Industrial Estate, as well as nearby retail and services.

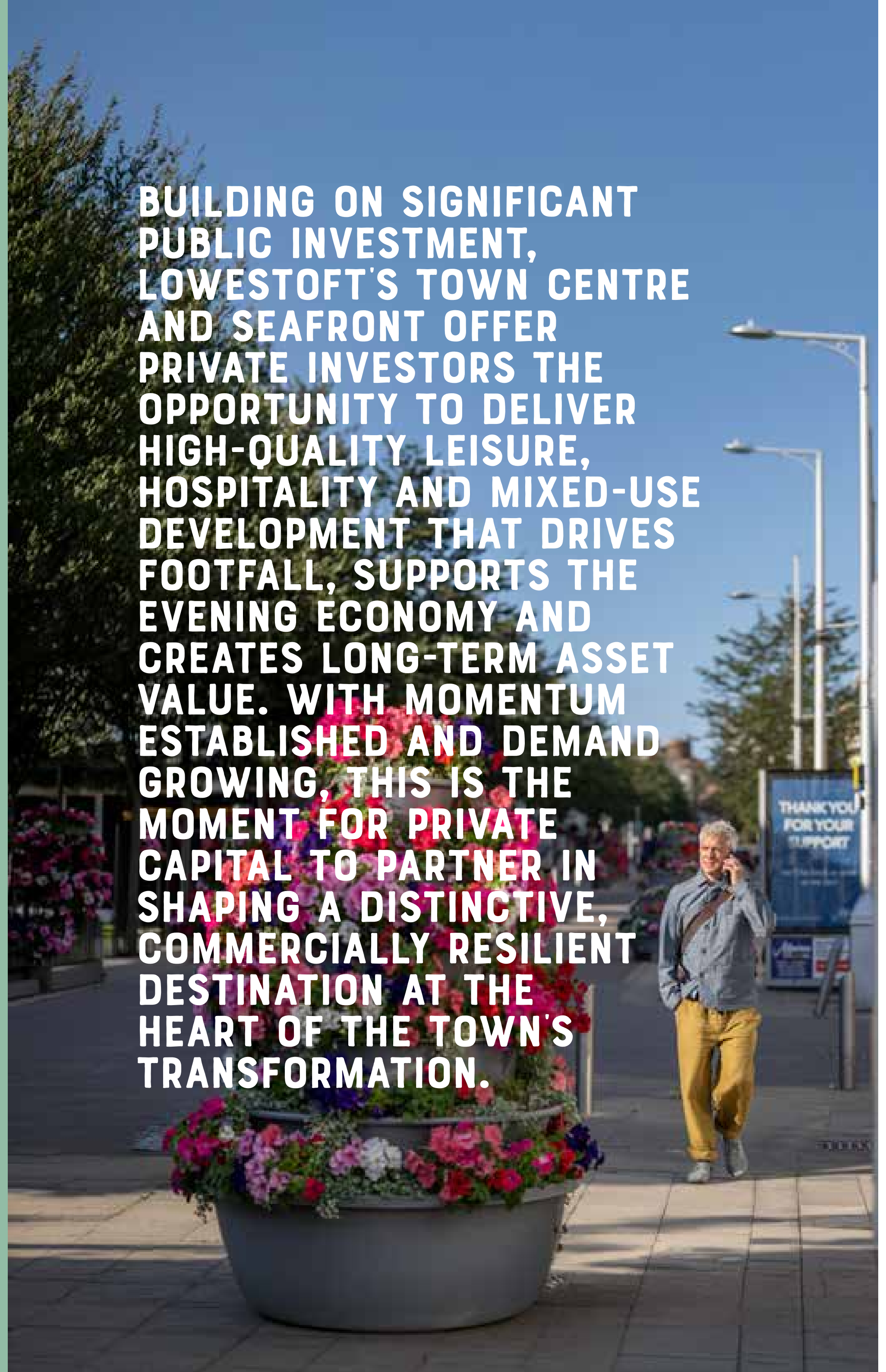
This location presents an opportunity for efficient, deliverable housing growth with strong market fundamentals and connectivity.

ST PETER'S COURT LOWESTOFT
A 15-story residential block of flats due to be demolished in early 2027. Once demolished, the site offers an excellent opportunity to redevelop and regenerate this area of Central Lowestoft with a more considered and energy efficient development.

FOR PRIVATE INVESTORS SEEKING EXPOSURE TO RESIDENTIAL GROWTH ALIGNED WITH REGENERATION AND DELIVERY CERTAINTY, THESE HOUSING OPPORTUNITIES OFFER SCALE, MOMENTUM AND THE POTENTIAL TO CREATE ENDURING VALUE ACROSS THE TOWN.

6.0 TRANSFORMING OUR TOWN CENTRE; RETAIL AND LEISURE





BUILDING ON SIGNIFICANT PUBLIC INVESTMENT, LOWESTOFT'S TOWN CENTRE AND SEAFRONT OFFER PRIVATE INVESTORS THE OPPORTUNITY TO DELIVER HIGH-QUALITY LEISURE, HOSPITALITY AND MIXED-USE DEVELOPMENT THAT DRIVES FOOTFALL, SUPPORTS THE EVENING ECONOMY AND CREATES LONG-TERM ASSET VALUE. WITH MOMENTUM ESTABLISHED AND DEMAND GROWING, THIS IS THE MOMENT FOR PRIVATE CAPITAL TO PARTNER IN SHAPING A DISTINCTIVE, COMMERCIALLY RESILIENT DESTINATION AT THE HEART OF THE TOWN'S TRANSFORMATION.

> WHERE ELSE WOULD YOU FIND A TOWN CENTRE WITH TWO JEWELS AT EITHER END? A MEDIEVAL STREETSCAPE WITH AMAZING FEATURES SUCH AS HISTORIC ALLEYWAYS LEADING TO THE SEAFRONT AND STUNNING SANDY BEACHES PROVIDING AN UNSPOILT SEASIDE EXPERIENCE.

Central to this transformation we are currently undertaking a transformative regeneration scheme that includes £8.5m investment to the seafront that provides a new two-storey seafront restaurant and leisure complex with associated public facilities. The redevelopment of the East Point Pavilion and Royal Plain area provides upgraded leisure space alongside recently opened, public fountains and improved public realm.

£36m of town centre improvements includes the restoration of the Grade II listed Lowestoft post office to create a new Gallery and exhibition space, a new cultural Quarter supporting the evening and night-time economy and the restoration of the former Grade II listed town hall to create a new public space.

Lowestoft intends to capitalise on the trends that are influencing the evolution of town centres such as local focus, leisure, creating a community hub and celebrating distinctiveness.

STATION QUARTER – GATEWAY REDEVELOPMENT

The Station Quarter forms Lowestoft's principal arrival point, connecting rail, road and sea. Recent investment, including the delivery of the Gull Wing crossing, has transformed movement, safeguarded development land and strengthened links between the port, town centre and surrounding neighbourhoods.

OPPORTUNITY

- Redevelopment or refurbishment of landmark gateway buildings
- Mixed-use schemes encompassing hospitality, food and beverage, leisure, residential and cultural uses
- Strong potential to grow the evening and night-time economy

HEART OF LOWESTOFT – RE-PURPOSING & MIXED USE

The Heart of Lowestoft, focused on London Road North, remains the town's primary retail corridor and commercial focus. Public investment of £24.3 million is helping to restructure the town centre, creating stronger conditions for renewed retail investment alongside complementary uses. The emerging Cultural Quarter is supporting higher footfall, longer dwell times and a more attractive trading environment for modern retail operators.

Retail continues to be the anchor use, with opportunities to reconfigure and upgrade units to meet, occupier requirements and customer expectations. In parallel, the extensive under-use of upper floors above shops represents a major opportunity for residential and mixed-use conversion. Bringing these floors back into active use would increase town-centre living, improve natural surveillance, support local spending and reinforce the long-term vitality and viability of the retail core.

OPPORTUNITY

- Reconfiguration and modernisation of existing retail
- Mixed-use schemes combining ground-floor retail with residential, workspace or leisure uses above
- Potential for town-centre hotel or a part hotel development to support cultural, leisure and business demand

SEAFRONT – LEISURE, HOSPITALITY & TOURISM

Lowestoft's seafront is defined by its wide sandy beaches, big skies and unspoilt character. Over £8.5m is being invested in new leisure infrastructure, public facilities and public realm, including a new two-storey seafront restaurant and leisure complex.

OPPORTUNITY

- Smaller-scale hotels and serviced accommodation
- Conversion or redevelopment of prime seafront buildings
- Food, beverage and leisure uses aligned to year-round tourism

HISTORIC QUARTER – HERITAGE-LED REGENERATION

The Historic Quarter contains a dense cluster of medieval streets, alleyways and listed buildings. Conservation-led regeneration, including the restoration of the Grade II listed Town Hall and Post Office, is increasing civic activity and visitor footfall.

OPPORTUNITY

- Conversion of historic buildings into creative workspaces, independent retail and food and beverage
- Small-scale leisure uses and live-work or upper-floor residential accommodation

INNOVATION AXIS – EMPLOYMENT-LED GROWTH

London Road North benefits from proximity to PowerPark, a key hub for marine renewables and energy innovation. Improving connectivity creates long-term potential to integrate enterprise activity into the town centre.

OPPORTUNITY

- Re-purposing commercial and industrial buildings
- Delivery of flexible workspace, laboratories, studios and offices
- Mixed-use schemes with an employment and skills focus

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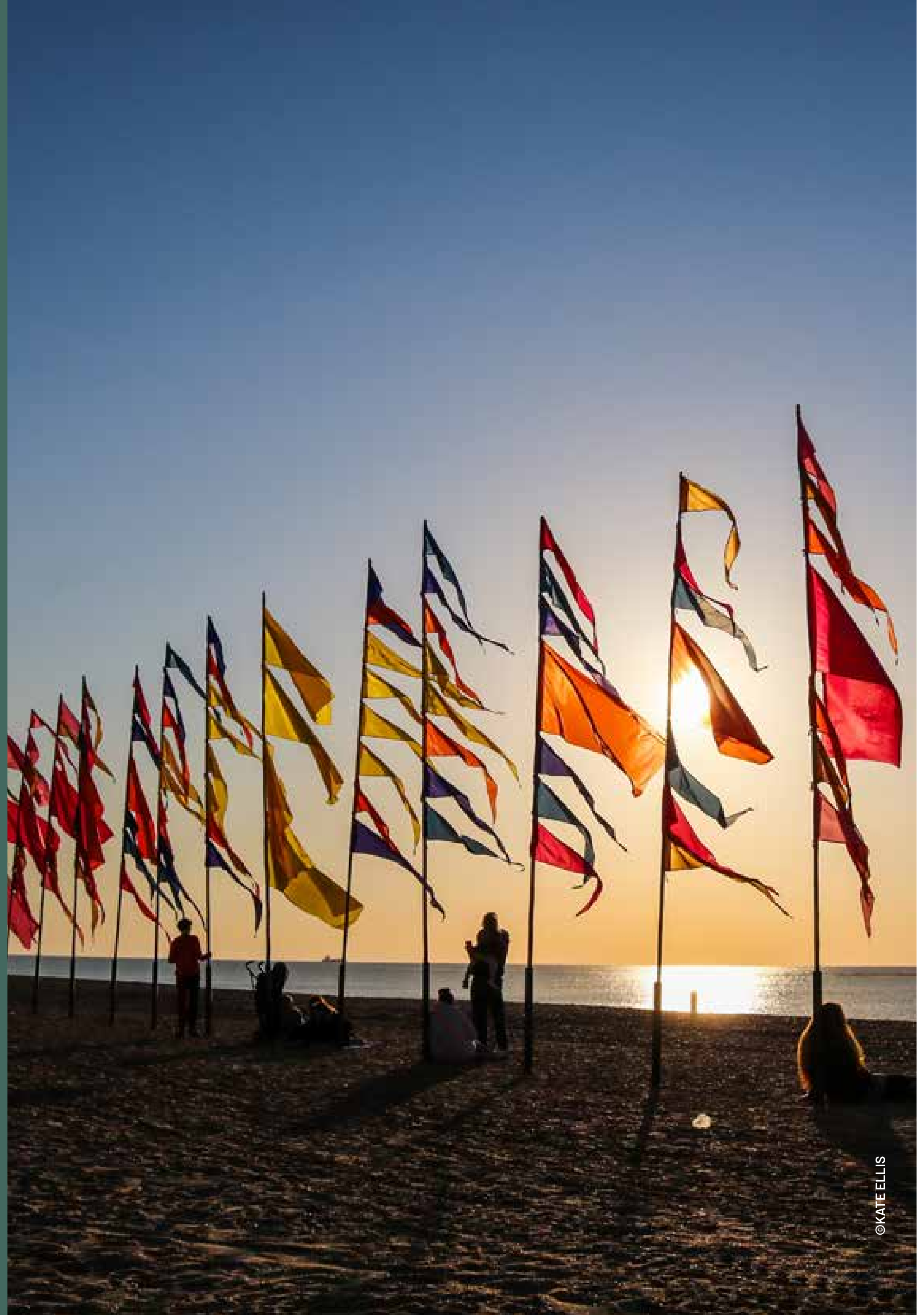
7.0 THINK LOWESTOFT

THANK YOU FOR TAKING THE TIME TO CONSIDER THE OPPORTUNITY THAT LOWESTOFT PRESENTS.



> SINCE 2020, MORE THAN £336 MILLION OF PUBLIC AND PRIVATE INVESTMENT HAS STRENGTHENED INFRASTRUCTURE, EXPANDED THE PORT OF LOWESTOFT, REGENERATED THE TOWN CENTRE, AND UNLOCKED NEW HOUSING AND EMPLOYMENT OPPORTUNITIES.

Lowestoft's investment proposition is distinctive because it is balanced. It is a working energy and maritime town with nationally significant clean energy assets with strong regional connections.

At the same time, it offers an exceptional quality of life, shaped by beaches, wetlands, big skies, and protected landscapes. Growth here supports jobs, skills, and infrastructure while strengthening, not diluting, the sense of place that makes Lowestoft unique.

Above all, Lowestoft's future is being shaped collectively. Public sector leadership, private investment, local institutions, and communities are aligned behind a clear shared direction. That alignment provides confidence for partners and clarity for investors. Lowestoft is no longer defined only by where it has been, but by where it is going.”

Jess Asato

Jess Asato

MP FOR LOWESTOFT

#THELEADINGLIGHT

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